

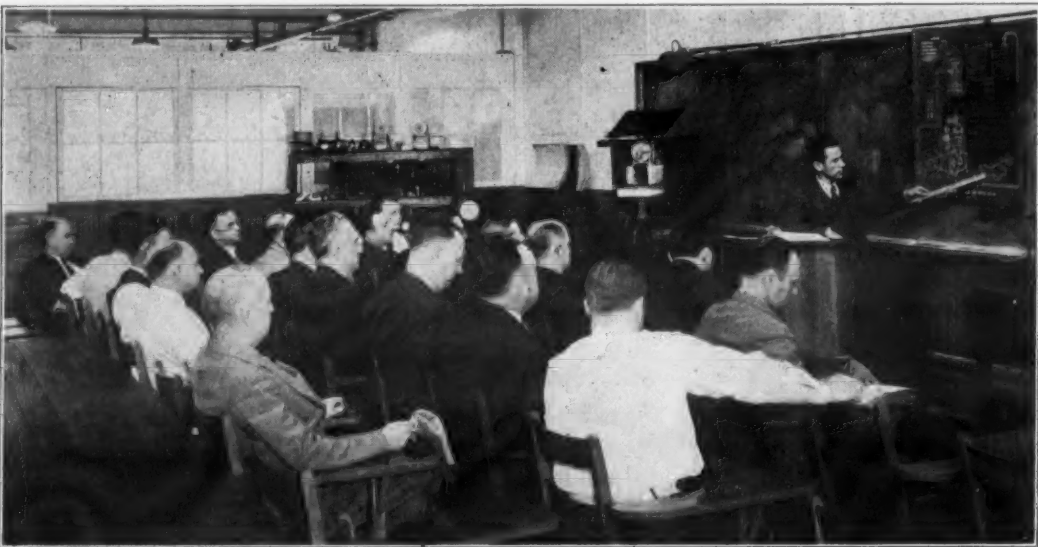
## Training Men in Factory, Field, and Independent Schools



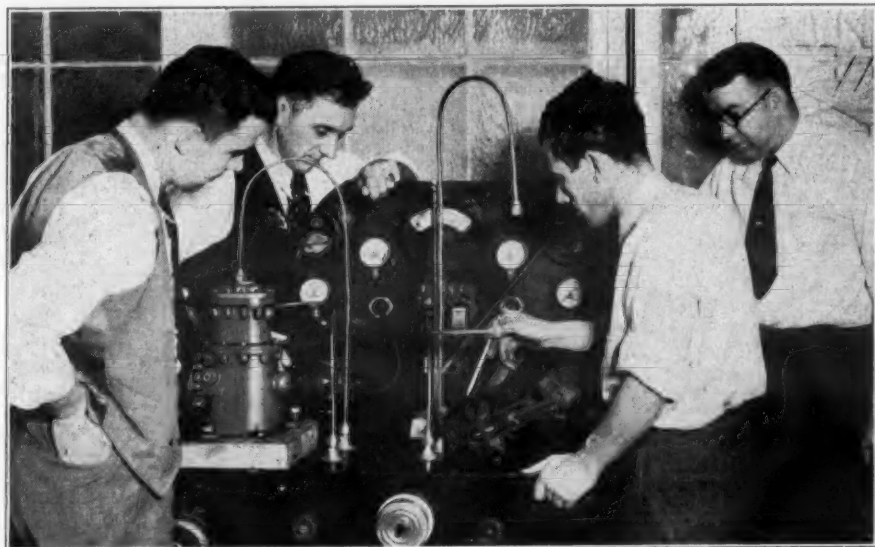
Shop training is an important program at the Servel factory in Evansville, Ind. Above, a group of students are applying their class work to practice in compressor repairs.



Scene in the laboratory of the Servel school showing a class studying the action of all types of pressure controls and thermostats used on Servel refrigerators.



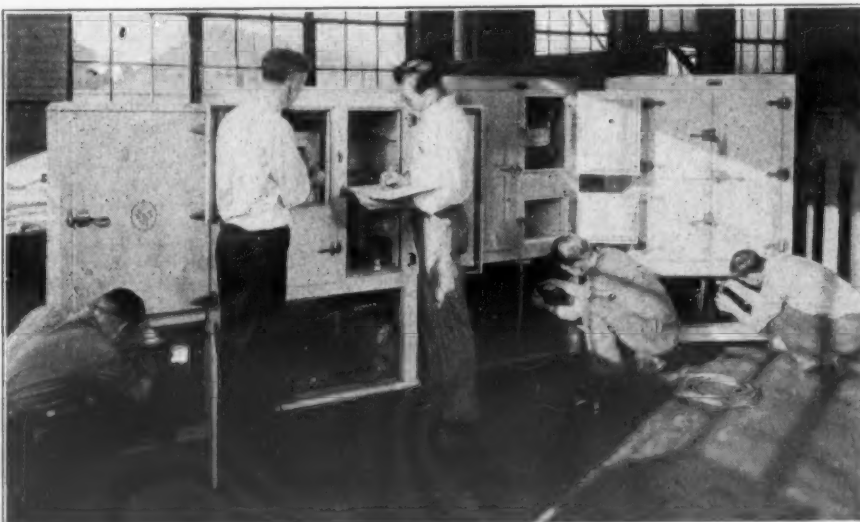
Lecture room of the Servel school, with S. R. Cooper, chief instructor, discussing for the entire group the questions which developed in the course of the regular laboratory work.



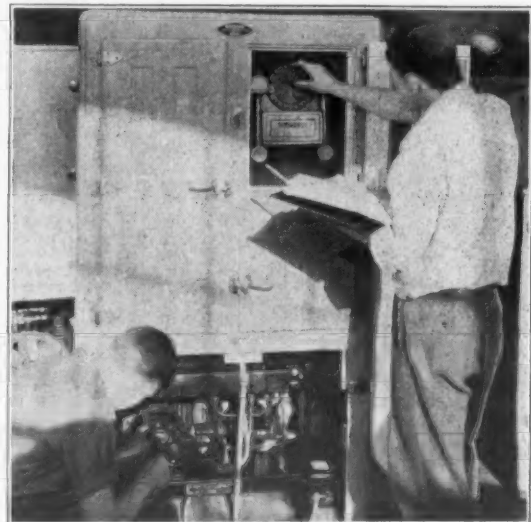
Studying compressor action at the Servel compressor test bench. Mr. Cooper is explaining the valve action of a new Servel commercial machine.



A pair of students in a refrigeration class of the Coyne Electrical School, Chicago, starting to overhaul a commercial condensing unit.



A section of the Coyne refrigeration laboratory, showing a group of students receiving instruction on the operation, care, and adjustment of several different types of household electric refrigerators.



Coyne students testing and adjusting an Iroquois electric refrigerator. "Orphan" makes are given special attention by independent schools.



General view of the well-lighted, airy shops in Coyne's refrigeration training department which help to make an interesting subject even more attractive. The Coyne school teaches a number of other electrical courses.



Executives and department managers of the Huey & Philp Hardware Co., Dallas, Tex., Mayflower distributor, study refrigeration on Tuesday and Friday nights in classes conducted by R. E. Hunter, regional manager.



# ELECTRIC REFRIGERATION NEWS

Registered U. S. Patent Office

The business newspaper of the refrigeration industry

VOL. 6, No. 46, SERIAL NO. 174  
ISSUED EVERY WEEK

Copyright, 1932, by  
Business News Pub. Co.

DETROIT, MICHIGAN, JULY 20, 1932

Entered as second-class matter  
Aug. 1, 1927, at Detroit, Mich.

THREE DOLLARS PER YEAR  
TEN CENTS PER COPY

## 6 REFRIGERATION FIRMS TO EXHIBIT AT WORLD'S FAIR

### 'Century of Progress' Buildings Under Construction

By George F. Taubeneck

CHICAGO—Six manufacturers of electric refrigeration equipment, Copeland, General Electric, Kelvinator, Norge, Stewart-Warner, and Westinghouse, have already signed contracts for exhibit space at the 1933 "A Century of Progress" World's Fair which will open here next June.

These and other representatives of one of the newest of the major industries will show their products to hordes (fair officials hope) of visitors who have come to see what Man hath wrought during the last hundred years, and what they may expect to see during the coming decade.

Unwritten theme of this ambitious exhibition will be Modernity. Perhaps it should be Futurity, for the buildings which are to house these exhibits of things modern will exemplify what are said to be future trends in construction, and the mechanical devices projected for dramatizing the various exhibits still seem like pipe-dreams.

Anyone who visits or passes by the "fair grounds" today—already a few of the buildings are completed, and others are on the way up—will surely agree that what they see is like nothing they have ever seen before.

To most people who gaze upon these architectural wonders for the first time (and usually the second, fourth, and eighth), they appear to be totally incomprehensible.

Pages 1, 11, and 12 of this issue carry pictures of some of the buildings designed for the "Century of Progress" exposition. (Continued on Page 11, Column 1)

## 6-MONTH ZEROZONE SALES INCREASE 400%

NEW YORK CITY—Zerozone sales during the first six months of 1932 showed almost a 400 per cent increase over the sales during the same period last year, according to Arthur Richland, president of the firm.

"Our records show that we have sold three and a half times as many of the better models as of the \$99.50 model," Mr. Richland stated, "and the sales of our two highest priced models are 30 per cent greater than those of the leader."

As a result of this increase in Zerozone sales, the new Zerozone offices, 205 East 42nd St., were made necessary, occupying four times as much space as the old quarters, says Mr. Richland.

The new headquarters include six private offices for the executives, a general office, a salesman's meeting room, a reception room, and a large show room.

Walls are finished in a grayish brown craftex resembling embossed leather and provide a background for a display of domestic refrigerators, water coolers, bottle-vending machines, and commercial compressors.

A sales promotion department headed by Henry Bobker is now established in the new offices, and will instruct distributors in hiring and training sales crews, lay out territory, and hold sales and rally meetings.

## APARTMENT HOTEL BUYS 181 G. E. HOTPOINT RANGES

CHICAGO—An order for 181 General Electric Hotpoint ranges has just been obtained by R. Cooper, Jr., Chicago distributor, from the Seneca Apartment Hotel here.

J. R. Potat of Edison General Electric Appliance Co., Inc., also reports the following case:

"A Chicago apartment owner with only 65 per cent occupancy installed General Electric Hotpoints in his vacant apartments and within a week ran his occupancy to 85 per cent."

## MYERS OF TRUPAR RETURNS FROM VACATION TRIP

DAYTON—V. M. Myers, treasurer of Trupar Mfg. Co., manufacturer of Mayflower electric refrigerators, returned last week from Yellowstone Park.

## 'Quota Buster'

SAGINAW, Mich.—Ray W. Badgero of the Walz Hardware Co., Westinghouse refrigerator dealer here, is the first Westinghouse "Quota Buster" in the state of Michigan during the 1932 selling season.

To become a "Quota Buster," a Westinghouse salesman must make 77 sales within the period of a year. Up to June 21 of this year, Badgero had completed 80 sales.

## UTILITY SPONSORS AIR CONDITIONING SHOW

CHICAGO—Scheduled for a two-weeks run, a Room Cooling and Air Conditioning Show sponsored by the Commonwealth Edison Co. opened July 11 in the main showroom of the utility company at 12 W. Adams St.

Twenty-two manufacturers of air conditioning and room cooling equipment have exhibits at the show.

The Commonwealth Edison Co. has promoted the show through extensive advertising in Chicago newspapers, and by mailing 10,000 special invitations to building managers, small store and shop owners, and others likely to be interested.

Prospect leads obtained at the exhibit are referred to the manufacturers of the equipment, since the Commonwealth Edison Co. is not making any direct sales.

The utility is furnishing the floor space, water, drains, and electricity to the exhibitors, but the latter maintain (Continued on Page 4, Column 5)

## Gibson Distributors Start Contest

GREENVILLE, Mich., July 18.—Gibson distributors and wholesale salesmen started their Royal Northwest Mounted Police search for new dealers today as the "Get Your Man" contest started. It closes Aug. 27.

Prizes in the contest consist of Monarch brand groceries. No limit is set on the amount of groceries which may be won by a distributorship. For the first 5,000 points, 136 items of canned and packaged goods are awarded, and for each additional 2,500 points, approximately 60 additional items will be given.

Each new dealer signed during the period of the contest, and each refrigerator purchased by a new dealer counts a certain number of points (ranging according to the model purchased from 75 to 200 points).

When the groceries are awarded, each distributor is charged with apportioning (Continued on Page 4, Column 2)

## MAJESTIC CASH POSITION GOOD, STATES COMPTON

### Ratio of Current Assets To Liabilities Is 3.5 to 1

CHICAGO—The present financial standing of Grigsby-Grunow Co. was stressed by Don M. Compton, vice president and general manager, at a meeting for Majestic refrigerator distributors in the Middle West, held in Chicago recently.

Other meetings are being held throughout the country for other Majestic distributors.

"You will note that the cash on hand (as of May 31, 1932) amounts to \$1,320,568," Mr. Compton said, "and that total current assets aggregate \$5,184,497, as compared with current liabilities of \$1,482,391, or a ratio of current assets to current liabilities of 3.5 to 1. We do not have any bank loans."

"Our First Mortgage 6 per cent Convertible Bond Issue has been reduced since June 1, 1931, from \$3,025,200 to \$2,629,600 at May 31, 1932."

"Since then, a further reduction of \$44,500 has been made in this long-term obligation. We carry a reserve for contingencies in the amount of \$1,107,287. (Continued on Page 4, Column 5)

## Comfort Cooling

AIR CONDITIONING will be featured in the Aug. 10 issue of Electric Refrigeration News.

Answering the demands of electric refrigeration dealers and distributors for more information regarding this possible line of companion merchandise, important phases of the design, installation and distribution of air conditioning equipment will be discussed in the editorial columns of that issue.

In the Merchandising Section will be published "how" stories of the successful merchandising of air conditioning equipment by electric refrigeration sales organizations.

The Engineering Section will be largely devoted to descriptions of various types of air conditioning equipment now on the market, and to technical reports on typical applications of such equipment.

## Bureau Makes 98%

BRATTLEBORO, Vt. — Ninety-eight per cent of the entire 1932 quota set for Brattleboro by the Electric Refrigeration Bureau, had been sold on July 2.

Two other cities in Vermont have reported similar records. They are: Barre, with 91.3 per cent of the 1932 quota already sold, and White River Junction, 87.1 per cent.

## WESTINGHOUSE BUILDS NEW ELECTRIC RANGE

MANSFIELD, Ohio—A new "Dual-Automatic" electric range with two-point temperature control, has been introduced by Westinghouse Electric & Mfg. Co. recently.

The new range combines the Westinghouse "flavor zone" and the "maintained temperature" methods of cooking. For example, the Westinghouse cooking control may be set to reach a peak heat of 500° F. (the "flavor zone"). When the heat reaches that temperature, it is automatically shut off, and will gradually recede.

The recipe may then call for "simmering" or "slow baking" of the food. If so, the second point of control may be set, say, at 300° F. When the heat recedes to that point, the range will maintain this temperature until the product is thoroughly done, automatically shutting off at that time through the setting of the clock part of the control.

Two of the four surface units on the range are the new Corox 6-in. "quick-cook" enclosed type which is a recent (Continued on Page 4, Column 3)

## G. E. Convention Opens Aug. 2

CLEVELAND—More than 100 distributors of General Electric refrigerators, officials of the General Electric Co., and specially invited guests will meet here Aug. 2, 3, and 4 at Camp Refrigeration VI, annual summer convention of the General Electric refrigeration department.

In addition to the round-table discussions of distributors' problems and their solutions, announcement will be made of plans for the annual fall sales contest. W. J. Daily, advertising and sales promotion manager, will announce plans for the year's advertising campaign in newspapers, trade papers, and magazines.

Keynote address will be made by T. K. Quinn, vice president of the General Electric Co. P. B. Zimmerman, general manager of the refrigeration department, will be chairman of the three-day convention. (Continued on Page 4, Column 4)

## NEW GIBSON UNIT, WATER COOLERS ARE ANNOUNCED

### Distributors Endorse Addition to Line of Refrigerators

GREENVILLE, Mich. — Representatives of seven Gibson distributors covering the Middle West territory, last week endorsed two new additions to the Gibson line—a "family size" refrigerator to sell at \$169.50 f.o.b., and a new water cooler—at a distributors' meeting here. Similar meetings were held in other sections of the country.

The new Gibson SG-54 has a capacity of 5.4 cu. ft., and furnishes 63 ice cubes. The water cooler, designed for compactness, and available in black or white, can be used with either city or bottle water. Charles J. Gibson, president of the Gibson Electric Refrigerator Corp., advised the distributors to hire special water-cooler salesmen to promote the new product.

F. A. Delano, general sales manager of the Gibson Corp., conducted the meeting, and laid emphasis on style in the salability of electric refrigerators.

"The most important function of any manufacturer," he said, "is to turn out a product which will meet the requirements of the average prospective user better than any similar product on the market."

"Style is responsible for the success or failure of many manufacturers. When long skirts, petticoats and corsets went out of style, there were a lot of bankruptcies in the clothing industry. The fashion of wearing low shoes the year around changed the shoe manufacturing business. Mechanical products are just (Continued on Page 4, Column 4)

## CLAIM INFRINGEMENT OF 2 COIL PATENTS

NEW YORK CITY—A bill of complaint against Anthony Cottone, doing business as the Blythebourne Market, 5812 New Utrecht Ave., Brooklyn, alleging the violation of Patents 1,776,235 and 1,823,003, both having to do with cross-fin coils, has been filed in the U. S. District Court of the Eastern District of New York by the Guardian Trust Co., Cleveland, owner of the patents.

Patent No. 1,776,235 is known as the Larkin patent, and covers a coil invented by Lester U. Larkin. Patent No. 1,823,003 is known as the Replogle patent, and covers a refrigerating unit invented by John R. Replogle.

The Larkin patent was assigned to the Guardian Trust Co. by the Larkin-Warren Refrigerating Corp., and the Replogle patent was assigned to that trust company by Kelvinator Corp.

The coil being used by Cottone, against whom the bill of complaint has been filed, was made by the Peerless Ice Machine Co., Chicago.

Mason, Fenwick & Lawrence are the attorneys for the Guardian Trust Co.

The suit, which is brought under the patent laws, "seeks injunctive and other relief against defendant for infringement and contributory infringement." (Continued on Page 4, Column 5)

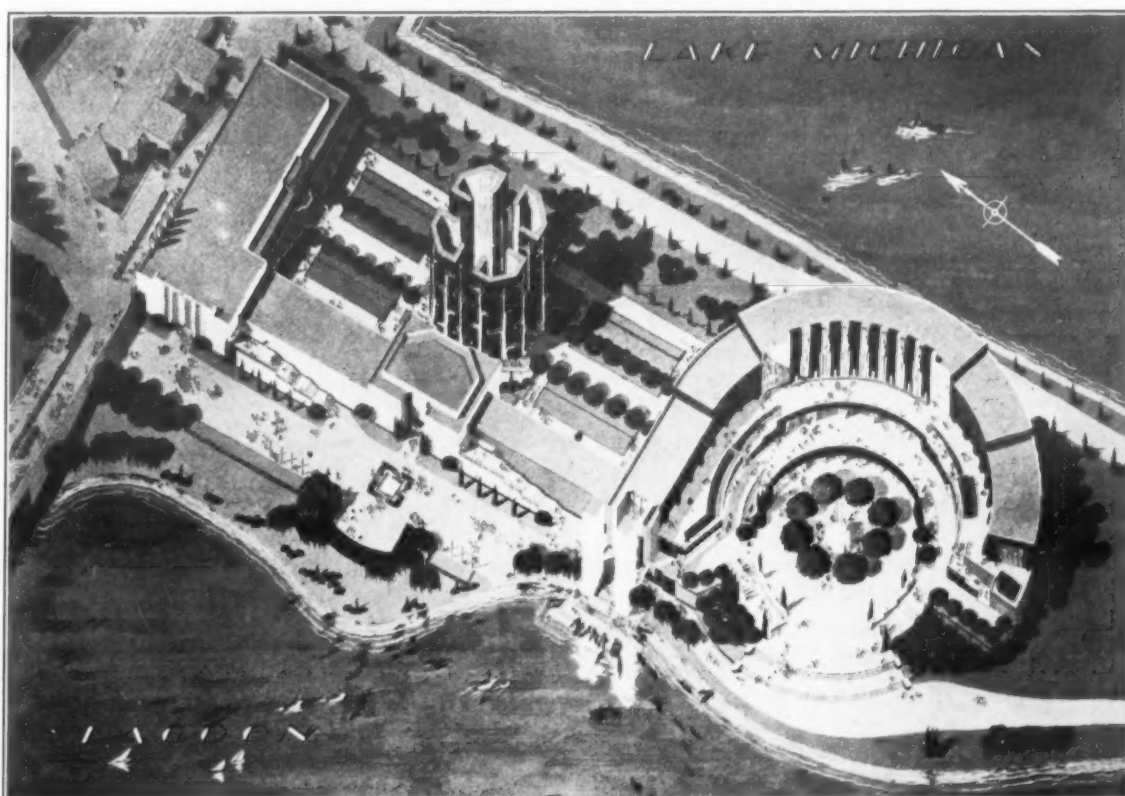
## STEWART-WARNER JULY SALES TO SURPASS JUNE

CHICAGO—That July shipments of Stewart-Warner electric refrigerators will be double those of June is the statement of officials of the refrigeration division of Stewart-Warner Corp. The increase is largely due to the enlargement of the distributor-dealer organization, it was said.

"Contact with distributors, dealers and their salesmen is the barometer which gauges production at the Stewart-Warner factory," declared W. J. Zuckert, vice president and general sales manager, who has just returned from a trip through the East.

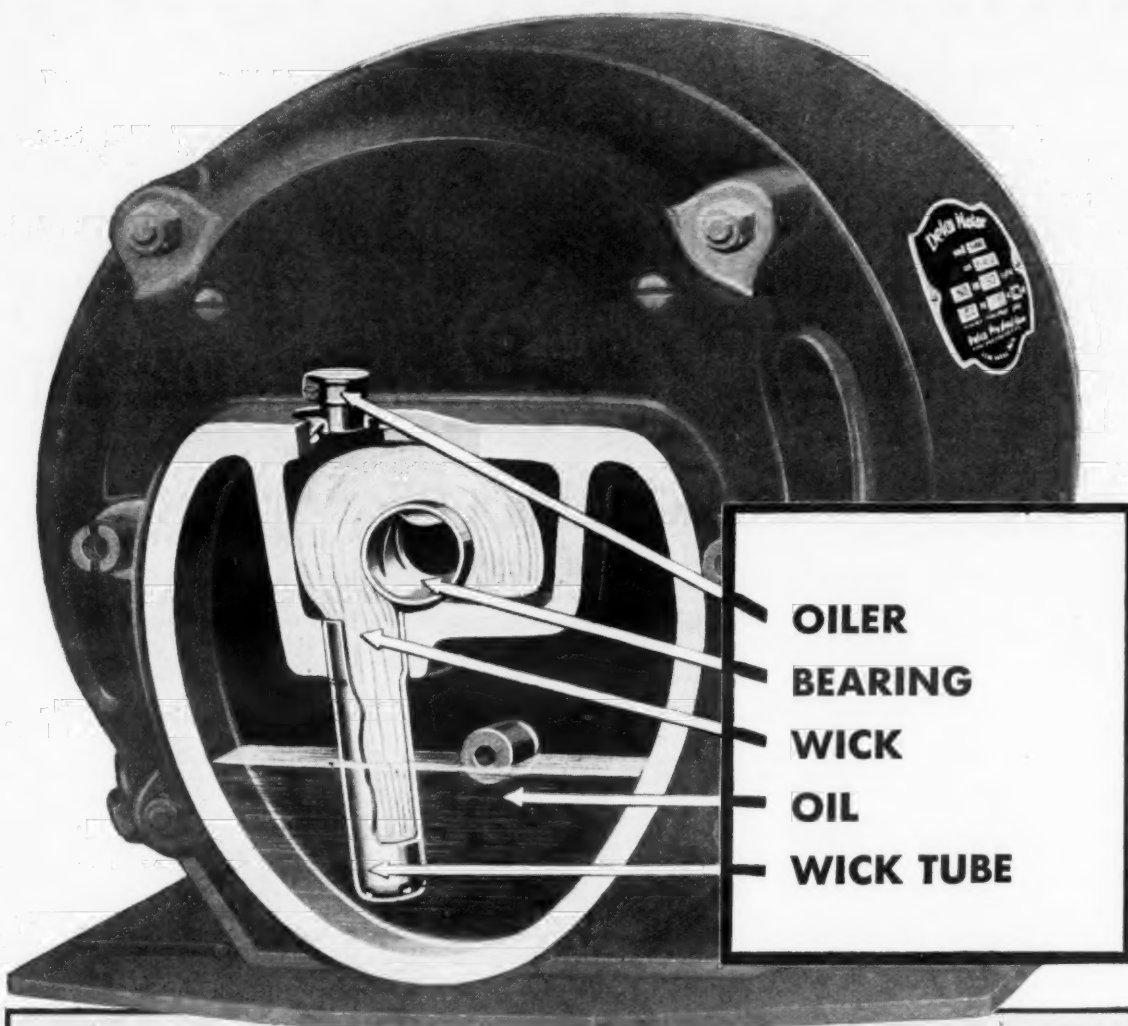
## GOODMAN NAMED BUCKEYE SALES MANAGER

MANSFIELD, Ohio—Frank V. Goodman, for 15 years general sales manager of the Sonora Phonograph Co. and the United American Bosch Corp., has been appointed general sales manager of the refrigeration division of Domestic Industries, Inc., manufacturer of Buckeye refrigerators.



Architect's conception of the Electrical Group, fifth structure of Chicago's 1933 World's Fair, now being erected on Northerly Island. The building unit on the extreme left will house the radio exhibits. The building in the center will be devoted to exhibits of telephone and telegraph; and the three-quarter circular unit on the right will portray the generation, distribution and utilization of electricity.





## DELCO INTRODUCES "SEALED LUBRICATION"

**DELCO** electric refrigeration motors now are available with *sealed lubrication*—a new patented Delco development. The correct amount of oil for each bearing is *sealed in* at the factory. It can't come out, even if the motor is tipped on end, or shipped upside down. It can't run onto the commutator or rotor. It can't get out of the oil chamber, for all oil circulating to the bearing in operation is automatically returned to the reservoir. And there is no danger, with these new motors which are oiled for installation when they leave the factory, that a service man may forget to lubricate the bearings. The bearings are sealed against trouble. All other features of Delco motors with *sealed lubrication* remain unchanged—the same design that has proved so successful in millions of Delco refrigerator motors in service today, is retained. If you are interested in simplifying the maintenance of your product, investigate Delco motors with *sealed lubrication*.

**DELCO PRODUCTS  
CORPORATION**  
DAYTON, OHIO

### Promoted



MARTIN A. BUEHLER

### BUEHLER NAMED GRAYBAR MANAGER FOR NORTHWEST

MINNEAPOLIS—Martin A. Buehler, Northwest district sales manager of the Graybar Electric Co., Inc., Kelvinator distributor, has been appointed Northwest district manager of the company's Minneapolis, St. Paul and Duluth houses.

He succeeds C. D. Wilkinson, who had been manager of the Graybar houses in this territory for the past 37 years.

Earl G. Sharpe, merchandise manager, becomes assistant to Mr. Buehler. He has been given the additional title of assistant sales manager.

Henry Dahlquist will be service manager in the territory, and I. E. Stiles, credit manager.

### AEROCAR BOOSTS SALES OF G. E. DISTRIBUTORSHIP

DETROIT—Use of the new Aerocar purchased by Caswell, Inc., Michigan distributor of General Electric refrigerators, to aid dealers in reaching prospects, has resulted in 22 sales in three weeks, and has led the distributor to order two more of the new sales demonstration coaches for immediate delivery.

Although it is certainly a turnback "to the selling ways of gypsy days," Syd Caswell, president, says that it is one of the most effective pieces of selling equipment he has ever employed.

Manufactured by the Aerocar Co. of Detroit, the coach is large enough to hold two electric refrigerators and two ranges, together with a number of chairs and seats around the appliances.

Each day the coach, driven by a man from the distributing center prepared to close sales if dealers find the task too much for them, travels to some dealership in the state which has been previously notified that the Aerocar will be in that city for one day.

The coach, pulled by a Chrysler coupe, then calls at the homes of prospective refrigerator buyers, and complete demonstrations are given within the car. Mr. Caswell states that the sales average of the coach is better than one per day.

Figures compiled regarding the effectiveness of the Aerocar show that approximately 100 persons enter the coach each week. An average of 32 complete demonstrations are made, resulting in approximately a sale per day, and development of 12 to 15 "excellent" prospects.

Alfred L. Hart, dealer in Patchogue, L. I., was the first to purchase such a demonstration coach for use in selling General Electric refrigerators.

### BUYS AEROCAR

CLEVELAND—Utilization of a "rolling display room" to bring the General Electric refrigerator and General Electric Hotpoint range into the homes of interested prospects is being tried out in Greater Cleveland by the Cushman Refrigeration Co., distributor here.

The large van is constructed to resemble a large commercial General Electric refrigerator, and is equipped with three models of refrigerator, a range, and other appliances.

Manufacturer of the van was Aerocar Co. of Detroit; it is hauled by a Chrysler coupe.

### WESTINGHOUSE DEALER SELLS 78% OF YEAR'S QUOTA

HOT SPRINGS, Ark.—Citizens Electric Co., dealer for Westinghouse refrigerators, has reached 78 per cent of its 1932 Westinghouse quota, and expects to exceed the quota for the year by Sept. 1.

The firm operates under the distributorship of Fones Bros. Hardware Co., Little Rock. E. G. Barry is merchandise manager of the dealer firm, and Emmet Massey is district salesman operating in the territory.

### DETROIT EDISON AIDS IN RANGE EDUCATION

DETROIT—An electric range exhibit sponsored by the Detroit Edison Co. and manufacturers of electric ranges is being conducted at 211 Bagley Ave. (near the Michigan theatre, which draws large afternoon crowds of women) for the sole purpose of educating the public in the art of electric cooking. There is no attempt made to sell ranges at this exhibit.

Electric ranges on display include: Electrochef, General Electric Hotpoint, Westinghouse and A B Electric (a new range recently put on the market by the A B Stove Co., Battle Creek, Mich.).

### Daily Cooking Schools

A cooking school is held at the exhibit at 2 o'clock every day in the week during the year except during the months of July and August when it is only held Wednesday, Thursday and Friday.

The only method of advertising employed is the publishing of a recipe every day in the *Detroit News* on the Women's page. Under the recipe is the statement that it has been successfully tested at the Electrical Exhibit and will be demonstrated there on the following day. All women who are interested are invited to attend.

### 50 to 100 at Each Session

The attendance usually averages from 50 to 100 a day, the crowd depending on the recipe to be demonstrated that day. Bread days and cookie days draw large crowds. Also when meat is to be prepared and left-overs are to be made into meals there is a large attendance.

At the end of the lesson the cooked food is distributed among those present. Some days the names and addresses of those attending are taken to use in distributing the food, but there is no other use made of the names. They are never given to salesmen as the names of prospects.

### Oven Meals, Canning

During the summer the preparation of oven meals and the method of oven canning is demonstrated. Also electrical equipment for the kitchen such as beaters and kitchen aids are shown.

Prior to Sept. 1, 1931, the exhibit had electric refrigerators and other electrical appliances on display, and space could be rented by any manufacturer who wished to have a showing. The Detroit Edison wished to concentrate public interest on electric ranges, however, and so determined to make the exhibit only a cooking school.

The exhibit is under the direction of Jessie Porter Meek, manager, and Mrs. J. Snyder, home economist, and is free to the public.

### ZEROZONE CORP. PUBLISHES BOOK DESCRIBING MODELS

NEW YORK CITY—"Cold Facts on Refrigerating Value" is the title of the new catalog recently published by the Zerozone Products Corp. describing the various models and features of its refrigerators.

"Our new catalog," says President Arthur Richland, "starts out by aiming to sell the prospect on electric refrigeration rather than on Zerozone, because the arguments that can be mustered to prove the economy and efficiency of refrigeration by electricity are both simple and powerful. Following this presentation, our book points out the features and advantages of the Zerozone."

The points stated and enlarged upon in favor of electric refrigeration are: 1. Economy (food costs less, ice costs less, no food spoilage). 2. Convenience (ice cubes, frozen desserts, no ice deliveries, no forgetting). 3. Safety. 4. Health.

Pictures and specifications, including data on finish, shelf area, food-storage capacity, ice-making capacity, all-over dimensions, and hardware of each model of the seven in the line, comprise the bulk of the catalog.

Special features described include rubber-mounted flat bar shelves, eight-point cold control, and rounded corners in food chambers. The catalog also contains a picture of the factory in Chicago.

### NORTHERN CANADA HOTEL WILL INSTALL FRIGIDAIRE

TORONTO—The Temiskaming & Northern Ontario Railway has placed an order for Frigidaire equipment to be installed in the Moosonee Hotel on James Bay. This hotel, now under construction, is located at one of the most northerly points in Ontario, at the end of the railway.

The Canadian government is planning to establish an ocean-going port at this point, which will be open for shipping three or four months of the year. It will be headquarters for the exporting of wheat which has been brought heretofore to the head of the Great Lakes.

Within the past six months gold has been discovered in this new area.



# WORLD-WIDE



**Gibson Electrics**  
know no boundaries of  
temperature or climate  
**ACCEPTANCE**



Hawaii chooses "The Most Beautiful Refrigerator in the world".  
A recent installation of Gibson Model SG-47's in the Kaiulani Court Apartments, Honolulu.  
And 21 foreign countries have chosen Gibson in 1932.

The Gibson Electric is sweeping the world with its amazing performance. Never before has a refrigerator shown such remarkable adaptability to every condition. Temperature, humidity or altitude affect neither the performance or appearance of a Gibson. It's climate-proof through and through.

There's extra power in the Gibson **MONOUNIT**, reserve power to meet every requirement with effortless ease.

Smooth, dependable and economical. It combines the utmost simplicity with a sturdy compactness that means years on end of trouble-free service.

The Gibson Electric is unquestionably the most advanced refrigerator on the market. It's years ahead in design and performance. Prove it yourself. Look at its matchless beauty. Watch it perform. Count its conveniences, including *door lock and keys* standard equipment on every model at no extra cost.

See the sensational value of 1932—Gibson economy model SG-54.

And there's profit in the Gibson line, permanent profit! Gibson is Going Places and going fast. A Gibson dealer franchise has a steadily increasing value. Write for complete details.

## 120° In the Shade and No Shade

A Southern California dealer who carries the Gibson line and two other leading makes (two of the six leaders in the industry) recently made the following test for his own information and satisfaction.

All three were taken into the Imperial Valley where the temperature reaches 120° Fahrenheit in the shade. A constant temperature between 43° and 45° was maintained in each box for a 24 hour period. Here are the results:

Refrigerator A —  
Unit ran entire 24 hours

Refrigerator B —  
Unit ran 17 hours

GIBSON — **MONOUNIT** ran 7 hours



# GIBSON

GIBSON ELECTRIC REFRIGERATOR CORPORATION  
GREENVILLE - MICHIGAN  
EXPORT SALES DEPT.

201 N. Wells St.  
Chicago, Illinois  
U. S. A.

Cable Address  
"GIBSELCO" Chicago  
Bentley Code



## ROTHENBERG STARTS ASSEMBLY OF UNIT

DETROIT—M. Rothenberg, president of the Republic Refrigerator Co., who for several years was a dealer for Kelvinator and Absopure, has converted his store and stockrooms into an assembling plant for Republic electric refrigerators, and has started operations to establish dealerships for his product.

The company is assembling refrigerators of three sizes: a 5½-cu. ft. model, a 6-cu. ft. model, and a 7-cu. ft. model.

The 6- and 7-cu. ft. models are assembled from Rhineland cabinets, Brunner compressors, Mullins evaporators, and Leland motors. Auto compressors are used in the 5½-cu. ft. models; equipment is similar to that used in its companion models.

### 100 Units Sold

Priced at \$124.50, \$139.50, and \$169.50, about 100 of the refrigerators have been sold since the assembling business was started a month ago. Mr. Rothenberg says that in its present quarters, his crew of eight workmen can assemble 25 units per day, and that arrangements are being made to expand this production rate to 50 per day.

The company will first seek to establish dealerships for the refrigerators in Detroit, and will then secure dealers in other cities, Boston being tentatively given first place on the list. Jan. 1 has been set for the date of expansion into other cities.

When dealerships have been opened throughout the country, assembling plants will be located in key cities, Mr. Rothenberg says. These plants will receive parts directly from the manufacturer, and will ship completed units to dealers in their respective areas.

The company now has its showroom in the Schuler building, Detroit.

## Sales Increase



W. J. ZUCKER  
Stewart-Warner vice president announces sales gain for July.

## GIBSON 'MOUNTIES' OPEN 'GET YOUR MAN' CAMPAIGN

(Concluded from Page 1, Column 2)  
the share which each of his men shall receive.

Additional "mystery prizes" will be awarded by Frank S. Gibson, Jr., vice president in charge of sales.

First mailing piece which went out to the field at the beginning of the contest pictured the stack of groceries which comprises the first award, and gave the rules for the contest.

## WESTINGHOUSE BUILDS NEW ELECTRIC RANGE

(Concluded from Page 1, Column 4)  
development. The other two units are the 8-in. open type.

The range, which is of table-top or "buffet" design, is 34½ in. high, 41 in. wide and 24 in. deep. In the center of the range platform, between the surface units and immediately above the oven, is a working surface, providing a place for necessary mixing equipment and utensils. The platform is made of acid-resisting porcelain with the edge slightly raised and rounded to prevent drippings to the floor.

The main oven is directly in the center of the front of the range, and is adjoined on both sides by utility compartments, which may be used as warming ovens for dishes and food.

Another large utility compartment, beneath the oven and side compartments, extends the width of the range and is 38 in. wide by 22½ in. deep by 8 in. high.

The crumb trays are out of sight immediately beneath the switch panels. They may be pulled out and cleaned when the doors to the warming compartments are opened.

The range is also equipped with two appliance outlets, one on each side of the range at the top. The outlet on the right is full automatic, so that any appliance may be plugged in and be turned on and off automatically by the clock. The outlet on the left-hand side is alive at all times.

### AT FURNITURE SHOW

CHICAGO—Stewart-Warner's complete line of electric refrigerators was on display in that company's exhibit space in the American Furniture Mart during July.

## Cookery Council to Issue Plan Book

NEW YORK CITY—The National Electric Cookery Council Plan Book, similar in design and purpose to the plan books issued by the Electric Refrigeration Bureau, will appear about Aug. 1, it was stated at a meeting of the council's executive committee recently.

"Full speed ahead" was the motto selected by the committee, and the plan adopted provides for the appointment of field representatives and a headquarters staff; a field plan book and numerous other aids for the local electric cookery councils to be organized throughout the United States; a newspaper mat service; a barrage of national consumer advertising; trade paper and newspaper advertising.

With G. R. Trumbull appointed manager of the council, the committee also announced the selection of 10 division managers, as follows:

W. C. Bell, vice president, New England Power Association, Boston, New England division; A. H. Schoelkopf, executive vice president, Niagara Hudson Power Corp., Buffalo, Eastern division; C. A. Collier, vice president, Georgia Power Co., Atlanta, Southeastern division; T. O. Kennedy, vice president, Ohio Public Service Co., Cleveland, East Central division.

H. E. Young, vice president, Northern States Power Co., Minneapolis, North Central division; G. W. VanDerzee, vice president and general manager, Milwaukee Electric Railway & Light Co., Milwaukee, Great Lakes division; M. L. Hibbard, vice president and general manager, Idaho Power Co., Boise, Idaho, Northwest division.

P. E. McChesney, vice president, Gulf States Utilities, Beaumont, Tex., Southwest division; W. L. Frost, vice president, Southern California Edison Co., Los Angeles, Pacific Coast division; W. N. Clark, vice president, Southern Colorado Power Co., Pueblo, Colo., Rocky Mountain division.

All organization work is expected to have been completed by March 1, 1933, the executive committee stated, and the national advertising will begin at that time. Trade paper advertising will be started this fall.

## GIBSON SHOWS NEW UNIT, WATER COOLER AT MEETING

(Concluded from Page 1, Column 5)  
as dependent on style as any other kind of merchandise."

W. R. Marshall, sales promotion manager, presented details of the Gibson "Get Your Man" contest.

After the meeting, which was held in the newly equipped Gibson factory showroom, distributors were taken on a trip through the factory. Entertainment including golf, swimming, and surf-board riding, was also furnished.

Distributors who attended with their salesmen were: Columbus Distributing Co., Columbus, Ohio; Charles E. Turnock Co., Milwaukee; Peerless Electric Supply Co., Indianapolis; Bay View Furniture Co., Holland, Mich.; South Bend Electric Co., South Bend, Ind.; L. V. Whitney, Inc., Chicago; Morley Bros., Saginaw, Mich.

## 265 DEALERS HEAR PLANS FOR NORGE SALES CONTEST

ST. LOUIS—More than 265 dealers in this territory attended what was characterized as the biggest dealer meeting ever held by the Norge Co. of Missouri, to start off the "Extra Power" contest last week.

Osage Country Club, located in the Meramec Hills near here, was the scene of the meeting, at which Harry W. Terry, vice president of Cramer-Krasselt advertising agency, explained the campaign.

R. E. Densmore, western regional sales director; John H. Knapp, vice president in charge of sales for Norge Corp.; W. C. Rowles, district sales manager, were speakers.

Alexander H. Crow, president of Norge Co. of Missouri, awarded seven cash prizes to salesmen who earned the highest number of points for retail sales during the last month.

Following the meeting, luncheon was served, and the dealers were extended the recreational privileges of the club for the afternoon.

## CAMP REFRIGERATION FOR G. E. MEN OPENS AUG. 2

(Concluded from Page 1, Column 4)

Other talks will be made by Congressman A. Eaton of New Jersey; M. F. Mahony, merchandising manager, refrigeration department; W. E. Landmesser, manager of the commercial division; George D. Kobick, apartment house division manager; A. M. Sweeney, manager of refrigerator production and distribution; H. H. Bosworth, manager of the central station division, and A. A. H. Uhalt, dealer division manager.

## DISTRIBUTORS MEET WITH MAJESTIC HEADS

(Concluded from Page 1, Column 3)  
After providing for all reasonable losses on accounts receivable, inventories and depreciation, our net worth amounts to \$18,616,480.

"I might add that we have had over \$1,700,000 in payrolls during the first five months of 1932, which is one of the largest payrolls in the Chicago area."

B. J. Grigsby, president and chairman of the board, declared that the trend in business conditions both here and abroad, is upward.

"Both high public officials at Washington, D. C., and leading industrial executives in New York City, have had a very sensitive finger on the pulse of business," he said, "and are thoroughly satisfied from scores of seemingly unimportant indications that things have definitely hit bottom."

"The political campaigns to be waged this summer and fall will not hurt things in the least. The frequently occurring small upward trends here and there now need only a very few more to make a definite movement toward better business conditions."

Distributors represented in Chicago were: Air-Ola Radio Co., Huntington, W. Va.; Harry Alter Co., Chicago; Badger Radio Corp., Milwaukee; Capital Electric Co., Atlanta; Capitol Electric Co., Indianapolis; Cleveland Ignition Co., Cleveland.

Conron Distributing Co., Peoria, Ill.; Detroit Majestic Products Co., Detroit; Hieb Radio Supply Co., Des Moines, Iowa; Kelley-How-Thomson Co., Duluth, Minn.; Koerber-Brenner Co., St. Louis; Midwest-Timmerman Co., Dubuque, Iowa; Charles T. Naddy Co., Columbus, Ohio.

Radio Equipment Co., South Bend, Ind.; Shaw's, Inc., Charlotte, N. C.; Schuster Electric Co., Cincinnati; Toledo Automotive Equipment Co., Toledo.

## CHICAGO UTILITY HOLDS AIR CONDITIONING SHOW

(Concluded from Page 1, Column 2)  
their own representatives to explain the equipment to visitors.

A list of exhibits and manufacturers making the equipment is as follows:

Airguard Air Filter, American Air Filter Co., Louisville, Ky.; Rudy Air Conditioner, Rudy Furnace Co., Dowagiac, Mich.; Hess Air Conditioner, Hess Warming & Ventilating Co., 1211 S. Western Ave., Chicago; Frigidaire Refrigerated Air System, Frigidaire Corp.; Northern Breeze Room Cooler, Chicago Pump Co., 2336 Wolfram St., Chicago.

Modine Ice Fan Room Cooler, Modine Mfg. Co., Racine, Wis.; Clements Air Conditioner, Clements Mfg. Co., 6650 Narragansett Ave., Chicago; Pure Air Humidifier, Pure Air Corp., 208 W. Washington St., Chicago; Korectaice Portable Ice Cooling Unit, National Korectaice Sales Co., 228 N. LaSalle St., Chicago.

Ilg Room Cooler, Ilg Electric & Ventilating Co., 2850 N. Crawford St., Chicago; Zephyr Room Cooler & Air Conditioner, Air-Control Systems, Inc., 2240 N. Racine Ave., Chicago; Copeland Airtrol and Copeland Room Cooler, Copeland Products, Inc.

Lewis Space Cooler, The Lewis Corp., Minneapolis; Milwaukee Air Cooler, Perflex Corp., Milwaukee; Maxim Air Filter, Campbell Metal Window Corp., 100 E. 42nd St., New York City; Kaiseraire, Kaiser Air Room Cooler, 936 W. Chicago Ave., Chicago; Klenzair, The Swartzbaugh Mfg. Co., Toledo.

Airmaster (Ventilating Fan), Airmaster Corp., Chicago; Holland Furnace Co., Holland, Mich.; Chil-Aire Corp., 3115 Troost Ave., Kansas City, Mo.; Carrier-York Corp., Philadelphia; Gilbert Electric Humidifier.

## INFRINGEMENT OF 2 COIL PATENTS CHARGED IN SUIT

(Concluded from Page 1, Column 5)  
ment committed by defendant within this judicial district and elsewhere within the United States."

The Guardian Trust Co. states in the bill of complaint that Cottone infringed each of the two patents and contributed to their infringement with full knowledge of the patents and in violation of their rights.

The bill asks, in part, that the court grant an injunction to prevent Cottone or his agents from infringing the patents; that Cottone pay over to the Guardian Trust Co. whatever gain and profit he may have received as a result of his infringement of the patents, and that he pay damages, as well as the costs of the suit.

## CAMPUS RESTAURANTS TO BE AIR CONDITIONED

EVANSTON, Ill.—The Rendezvous Moderne, one of three restaurants operated in this city by Cooley's Cupboards, Inc., catering particularly to students at Northwestern University, has been equipped with a Frigidaire air conditioning system by the Stover Co., distributor in the Chicago area.

## Now you can sell what everyone wants LOW COST AIR CONDITIONING

THERE is no longer any doubt that air conditioning offers the greatest opportunity for profit of any industry developed within the last ten years.

Nearly everyone wants air conditioning. Home owners like it for the greater comfort and better health it assures them. Business men all know that it promises higher profits for them, by bringing more customers who stay longer and buy more.

But until now, the cost of air conditioning equipment has been far too high for most homes and businesses to afford, and was so complicated that only specially trained men could install it.

Airtrol now opens this whole vast, profitable field to you. It supplies all the advantages of the most modern air conditioning at a cost that any home or business, no matter how small, can afford.

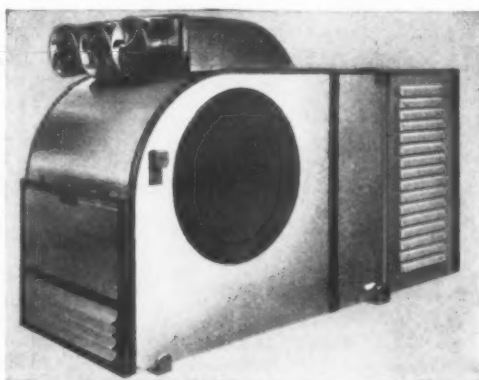
In winter and summer, Airtrol supplies fresh, filtered air, freely circulated, comfortably tempered and correctly humidified. Summer cool-

ing and de-humidification is secured by installing Airtrol with a specially designed water cooler and any commercial refrigerating unit of proper capacity.

Airtrol is small, compact and largely self-contained, so that it can be easily, quickly and inexpensively installed.

New features of construction and design and modern methods of quantity production permit Airtrol to be made and sold at a price that offers a comfortable margin of profit for you, and yet so low that even one room shops and basement stores can enjoy competitive advantages of air conditioning.

To help you make more Airtrol sales and more Airtrol profit, effective sales material has been prepared. Write for details of Airtrol today. J. H. McCormick & Co. Works: Williamsport, Pa. General Sales Office: Chrysler Bldg., at 42nd St. and Lexington Ave., New York. Canadian Sales Representative: A. H. Simpson, 28 Scott St., Toronto, Canada.



AIRTROL MODEL B, CABINET TYPE

Illustrated is one size of one model—the "cabinet" type Airtrol. Airtrol is made in types and sizes to suit every need, from the private home to the large industrial plant; for retail stores and business places of any size or type; restaurants, auditoriums, schools; any place where people gather; beauty parlors and barber shops; offices and kitchens or other rooms in homes. They are inexpensive enough so that the smallest business house or office can now afford the added comfort and profit to be found in pure air, properly humidified and circulated at a comfortable temperature, winter and summer. Airtrol can be quickly, easily, inexpensively installed. Write for any additional information desired.

**A I R T R O L**



# Making “a good deal” even better

Frigidaire Corporation doesn't stop with giving its dealers the most successful refrigerator and the outstanding value of the field. It also “goes the limit” in helping each dealer get the best possible results—a large volume of business at a wholesome margin of profit.

Nearly everyone is familiar with Frigidaire's strong national advertising and direct mail literature. But scarcely less important to the dealer is Frigidaire's business analysis and planning service. A staff of business engineers is constantly engaged in analyzing

the figures reported each month by thousands of dealers the country over. These surveys answer scores of questions—problems of sales, costs, credits, management—and each dealer gets the benefit of the combined experience of all.

***Dominant advertising and  
dominant sales promotion pave  
the way for profits***

Even 1932 offers big rewards for workers. During the first part of 1932 many dealers

reported sales increases. New low prices are stimulating sales right along. And the recently perfected Air Conditioning Systems are opening new opportunities for profits.

If you investigate the Frigidaire Franchise you'll want to go with the leader. Wire for information—or mail the coupon today. Franchise Division, Frigidaire Corporation, Subsidiary of General Motors Corporation, Dayton, Ohio.



## FRIGIDAIRE

*The General Motors Value in the Refrigeration Industry*

MAIL THIS COUPON FOR FRANCHISE FACTS

FRIGIDAIRE CORPORATION, Franchise Division, Dept. M-212, Dayton, Ohio  
Gentlemen: Please send me the facts about the Frigidaire Franchise.

Name.....

Business.....Address.....

City.....State.....



LITTLE STORIES OF INTERESTING  
PEOPLE  
IN THE REFRIGERATION INDUSTRY

# THE EXPANSION VALVE

By George F. Taubeneck

LITTLE STORIES OF INTERESTING  
IDEAS  
IN THE REFRIGERATION INDUSTRY

## Chicago—Center of Air Conditioning

Those who have followed closely the editorial columns of *ELECTRIC REFRIGERATION NEWS* for the last year or so probably have noticed the large amount of material which has been printed on air conditioning.

Especially has the Engineering Section been diligent in reporting new air conditioning installations, new developments in that interesting field, and new products offered to the public.

Constant readers also may have noticed that a heavy portion of these stories have emanated from Chicago.

An observation that Chicago is rapidly becoming an Air Conditioning Center will likely be checked by almost anyone who has circulated around its Loop district recently.

Restaurant after restaurant advertises flamboyantly that patrons may eat in cooled comfort there.

Theatres everywhere lure customers with stories of "72° temperature maintained constantly."

Department stores, offices, food shops, mercantile establishments of many varieties have installed air conditioning equipment this summer, and are advertising the fact.

Moreover, almost every business street has a pressed-down-and-running-over quota of display rooms which are promoting the sale of comfort cooling devices.

## Excellent Prospects

Not long ago an air conditioning installation was made in "The Frolics," a night club at 18 East 22 St., Chicago, which features Ted Cook's band and an after-theatre floor show.

Business has boomed so high as a result that the managers are considering the purchase of other night clubs and establishing a chain of dine-and-dance cafes with artificial cooling systems.

For a long time the Valve has been of the opinion that night clubs should be excellent prospects for air conditioning.

Low ceilings, comparatively small rooms packed and jammed with sweating humanity, hot music, and the struggle of dancing on a crowded little floor—all these things combine to make a summer night spent in such an establishment an agony of heat treatment.

Open-air dancing pavilions usually do a land-office business in summer, but are handicapped by the uncertainty and unpredictability of the weather. And even they aren't nearly so comfortable as an air conditioned club. It looks like a good market to us.

## Receivership Racket

Les Wiswell, Kelvinator, Leonard, and Electrochef distributor in Chicago, declares that the biggest racket in Chicago isn't booze, but receiverships.

It seems that the number of Chicago apartment houses which have gone into the hands of receivers during the last several months is almost equivalent to the number of Windy City cliff-dwellings with "apartment for rent" signs decorating the entrances.

And, according to Mr. Wiswell, each new receivership often means that electric refrigerators then in use will be thrown out of the apartment in question, and new ones substituted.

Judges in receivership courts appoint friends as the receivers of these apartments. To collect a rake-off on the sale of the new set of electric refrigerators, these receivers will condemn the old refrigeration system as being inefficient or inadequate, and let it be repossessed.

Les is glad he didn't set up an apartment house sales division when he was tempted last fall.

Recent bank failures and bank runs in and around Chicago have made the credit situation even more acute. Dealers simply cannot obtain money to finance their sales, or to purchase machines from distributors.

All Chicago refrigeration distributors unite in declaring that lack of credit is all that is preventing them from having one of the best years in their respective histories.

## Clago Gets Set

At the R. M. A. show in Chicago during the last week in May, a hermetically sealed unit of radical design was exhibited by the Clago Mfg. Corp. of that city. It was designated as a 4-cylinder, rotary type of unit, and was oval-shaped with one flat end.

Prices on refrigerators containing this

unit ranged upwards from \$79.50 f.o.b. Chicago.

Since that time little has been heard from Clago. The reason, Vice President E. S. Riedel told us the other day, is that Clago executives feel that this unit should be tested under every conceivable condition in the field before they attempt to market it.

Also, Clago men must work out their merchandising scheme. Previously Clago has been chiefly a manufacturing organization, making private brand radios to be sold through department stores, and through chain retail organizations.

These electric refrigerators, they feel, should be sold under their own name and by their own organization.

A conventional type of unit has

ing them this modern "Message to Garcia." It's worth repeating:

### The 25 Per Cent Salesman

As a beginner you are a 25 per cent salesman. This man represents the 10-per-cent man who makes up a large portion of the failures in sales work.

He reads a few circulars, listens to demonstrations, scans the promotion literature gotten out by the store or factory, talks to a few prospects and decides he is ready to lick the world. He doesn't.

He can't approach people properly, he can't put over a logical, clear and appealing demonstration, he can't overcome competition or anticipation and properly combat objections, he can't analyze his sales problems or conceive what it means to think. He flops.

He sells a few friends, makes a few

## More Sales Data

Our publication in the June 8 edition of "The Expansion Valve" of analyses by prominent sales managers in the industry of the number of calls it takes to sell an electric refrigerator has provoked considerable comment, verbal and written.

And among the letters we have received on the subject is this one from one of the leading electric refrigeration distributors in the nation:

"I was considerably interested in your article in the 'Expansion Valve' of June 8 inquiring how many contacts it takes to sell an electric refrigerator, and other similar inquiries.

"I think that if you asked all the refrigeration sales managers in the country a lot of pertinent questions like this, most of them would be absolutely at a

that if you use this material, it be published anonymously as I would much prefer it."

## The Last Word

Shortly after we received the above letter from a leading distributor, there came to our desk another pronouncement on the same subject—written by the vice president in charge of sales of the manufacturing organization with which the above-mentioned distributor is connected.

We present this letter as the Last Word on the subject:

"You asked me how many calls or contacts it takes to sell an electric refrigerator.

"To my mind, the answer to this question can come only after it is decided where the salesman works—a large city, small town, good territory, bad territory—how the salesman is to work, and the policy of the sales outlet he is working for.

"For instance, a good many sales directors, especially of the department store and furniture store type of operation, where prospects, or suspects, are many, feel that a man should not waste too much time on a prospect. Often two and three calls are about the limit.

"Such operators sell a lot of electric refrigerators, but they also pass up a very large percentage of potential sales because they really do not feel that the extra time on such prospects would be worth its cost, or they feel that there is an easier prospect around the corner to sell.

"The type of selling story employed will naturally affect the number of calls that are to be made. Is it a house or salesman's policy to assume that a prospect is pre-sold on electric refrigeration or has a desire for a device that will provide the home with the advantages furnished by electric refrigeration? Many a sale is lost because of this assumption.

"Thousands of prospects cannot be sold on the superiority of 'X' machines over 'Y' and 'Z' machines when they do not know what any electric refrigerator will do. Many a sale is lost because the real desire for electric refrigeration has not been created.

"Naturally, where the desire for and proper understanding of electric refrigeration has been created, some units will sell faster than others. This depends upon the national and local reputation of the unit, the company and the sales outlet which is merchandising it.

"The number of calls necessary to make a sale will also be affected by the season of the year. Eliminating calls which are made in a canvass or attempt to find prospects, my experience indicates that on an average four calls are required to close the average prospect.

"Second question: 'Given a fair territory, how many refrigerators should a new, an average or a good refrigerator salesman sell per year?'

"There is no such thing as a 'new' refrigerator salesman if he has been in the business a month. Any man who has reasonable refrigeration sales training can, in the course of three weeks' work, be well equipped to do an average job of selling electric refrigeration.

"If he hasn't hit his stride in six weeks' time, the chances are he is leaving the house, for reasons best known to all parties concerned. There is one thing that can keep him—that is, salary. He either hangs on to it or the house hangs on to him with the hope of getting some of the money back.

"New salesmen, after a week's experience, should sell about one electric refrigerator a week for the first two months.

"The average salesman, over a year's time, should sell about 75 refrigerators. Many good salesmen will sell from 100 to 125 refrigerators at various prices in a year.

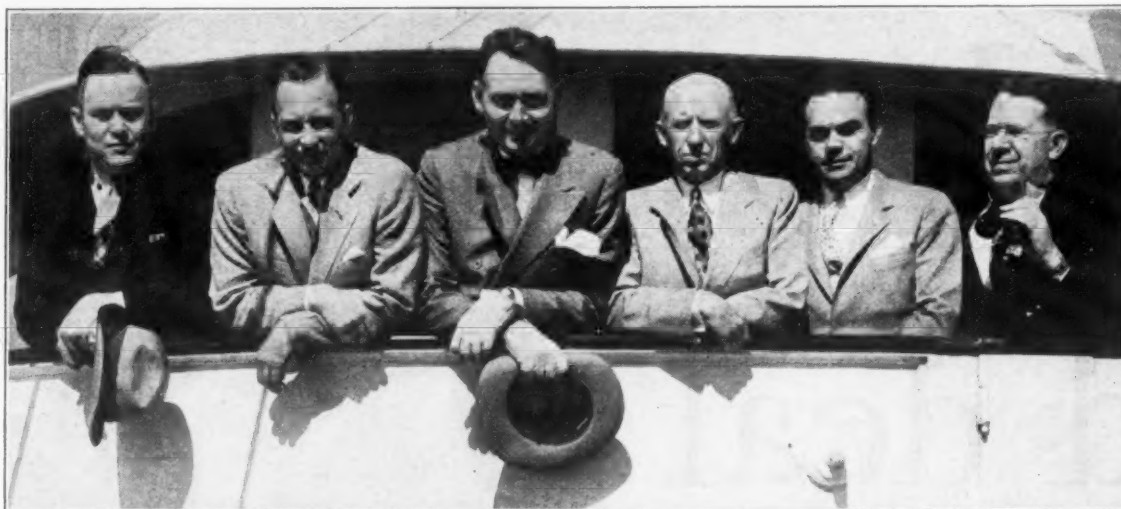
"Consideration must be given as to how salesmen are working, the special prices and terms propositions offered them; campaigns or sales drives; whether prospects and leads are furnished the men, and the amount of advertising done in the territory. These will all greatly affect results.

"Some salesmen have been known to sell around 50 refrigerators a month during certain months, but usually there have been special circumstances in connection with these records.

"In making my estimates of new, average and good salesmen I have taken ordinary territory, where a salesman as a general rule is furnished ordinary sales help by his office and is out each day and several evenings each week, trying to create new prospects and close present ones.

"Obviously, these estimates do not apply to floor salesmen or members of a small sales force who have opportunities on sales floors drawing many prospects or who are furnished many leads."

## Captain Grigsby and His Mates



The Grigsby-Grunow organization recently took a day off for a picnic. The lake steamers S. S. Alabama and S. S. City of Holland were chartered for a jaunt to Benton Harbor and back. About 2,500 went by boat, while hundreds more motored around the lower end of the lake. In the picture above, from left to right: R. C. Rolfe, general works manager; W. G. Pierce, Jr., assistant to the vice president; D. M. Compton, vice president and general manager; B. J. Grigsby, president and chairman of the board; Ralph Trimarco, secretary and assistant treasurer; Dr. Herman Kranz, vice president in charge of engineering.

been added to the hermetically sealed line; and this, too, is being field-tested.

Under the direction of Chief Engineer Anderson, who has long been in the refrigeration industry and who holds several refrigeration patents, production lines for the manufacturing of these two types of compressors are rapidly being smoothed out.

The old Excelsior motorcycle plant in Chicago, which also has been used for the manufacture of Excelsior ammonia refrigerating machines, is housing the Clago refrigeration manufacturing operation. It is a large, concrete-and-glass factory, air conditioned.

## Free Ice

The United Charities of Chicago is experiencing considerable difficulty in accumulating donations for its free ice fund this year.

Last year \$7,000 worth of ice was distributed to families needing refrigeration badly, but without funds to purchase it.

This year the applications are more numerous than ever. But the contributions are far short of the budget.

While we're on the subject of ice, it might be noted that the City Sealer of Chicago is exhibiting, in a showroom window across the street from the city hall, a flock of dishonest-weight ice scales which he has taken out of circulation recently.

Sometime ago in Cincinnati we talked with a young man who was then working for the National Association of Ice Industries.

It was his job to help ice companies put on advertising and promotional campaigns (you know: "the well informed choose ice refrigeration").

He didn't seem to get much response from the ice men. Some of them, he said, allow themselves just about five years more in the ice business.

## E. E. Gerlinger on What It Takes

E. E. Gerlinger, manager of the Tru-kold refrigeration department of Montgomery Ward & Co. at Kansas City, tells us that he has been getting dandy results in his talks to salesmen by giv-

ing them this modern "Message to Garcia." It's worth repeating:

### The 50 Per Cent Salesman

The 50 per cent salesman is a fair salesman. He can demonstrate the article or line which he is selling in a clear, forceful and appealing manner; but he is not as familiar with competitive articles or lines as he might be.

He can sell the prospect who wishes to purchase the article or line he is selling.

He knows the strong points, but cannot tactfully and convincingly meet sales arguments against his product. He cannot anticipate or overcome misleading or weak objections, so he sells about 20 per cent of his actual sales possibilities.

This is a dangerous state; if he doesn't improve, doesn't conquer these deficiencies, he will not linger long.

### The 75 Per Cent Salesman

The 75 per cent salesman knows his product, and competitive products as well. He loses many sales to people who say: "I can't afford it," when they can.

He allows people to put it off until later, when, by proper methods, he could have sold them then. He often fails to eliminate the "I'll talk it over with my husband" alibi by neglecting to sell friend husband himself.

He has not learned the art of analyzing prospects intelligently, anticipating strong objections, and thinking while he talks.

He is, however, a good salesman and will sell about 30 per cent of his sales possibilities. He is on the right road; and, in most cases, careful consideration of his daily work and continued determination will put him across.

### The 100 Per Cent Salesman

The 100 per cent salesman knows his stuff. He is able to give a clear, logical and appealing demonstration, to overcome all competition and anticipate strong objections, and often to beat them down before they arise.

He analyzes each problem as an individual problem, and attacks it accordingly. He thinks while he talks.

This man will sell 40 to 60 per cent of his sales possibilities, because he is a 100 per cent salesman. He is on the road to success. He is making money and will always make money because he has acquired what it takes to make it—**REAL SALES ABILITY.**

loss to know the real answers; and the best that could be done would be to make a slight guess.

"This possibly goes to show that a good many sales managers are like a good many salesmen—seven out of 10 of them ought to be behind necktie counters.

"Many a wise business man puts in a thorough accounting system to keep the record of his expenditures on rent and postage stamps, but the average sales manager hasn't the least idea of how to put in an accounting system of sales operation which generally proves, in specialty selling, to be the greatest loop-hole for losses and the greatest uncertainty as to where to locate them and how to check them.

"I had occasion while retail sales manager in 1928 with approximately 60 retail salesmen, mostly on a commission basis, to work out such a sales accounting plan.

"Incidentally, this plan made it possible to answer such questions as you have asked, subject at this time, of course, to any corrections necessary for changed conditions between that time and the present (we do not operate on retail selling at the present time).

"Specialty salesmen group themselves in three classes: The 'A' salesmen who make six sales and more per month and those get enough money to live on. The 'B' salesmen who make three, four, or five sales per month, earn enough to buy some food and barely scrape by, constituting the most important field for the sales manager to work on in developing the sales organization. The 'C' salesmen who make from none to two sales per month, and they're either so weak that they are useless, or so new that they haven't yet started.

"The 'A' salesmen had been in the business an average of 19 months, averaging 12 calls per day and seven interviews per day, closing about eight sales per month. They made a sale on every 31 calls and averaged a commission of \$2.40 on every call whether that call was an interview or not.

"The 'B' salesmen were in the business an average of five and one-half months and averaged 13 calls and eight interviews a day. They averaged 56 calls per sale including all types of calls, and an average commission of 51 cents per call.

"The 'C' salesmen averaged 15 calls per day, and eight and one-half interviews per day, 100 calls per sale at an average commission of 38 cents per call including all calls. They had been in the business an average of four months.

"I trust that the above may contribute something to the subject. May I ask



## SALES DRIVE STARTED BY DETROIT BRANCH

DETROIT—The Westinghouse Electric & Supply Co. of Detroit, Michigan distributor for Westinghouse refrigerators, has initiated a special contest on the sale of porcelain models for its dealers.

The aim of the Detroit branch in this contest, according to William Howlett, local sales promotion manager, is to sell a higher percentage of AP or porcelain models, according to its quota, than any other Westinghouse refrigerator distributor.

For purposes of the contest, dealers are being organized in a series of "ranch" outfits, each ranch being classified as to quota. In other words, all ranches having quotas from 100 to 1,000 inclusive are in Class A, all ranches having quotas from 20 to 99 are in Class B, and all others are in Class C.

There is a cash prize of \$50 for the winner in Class A, \$30 for the winner in Class B, and \$20 for the winner in Class C.

These prizes will be awarded to the ranch in each class which sells the highest percentage of porcelain models according to the quota which has been accepted and which shows on the ranch franchise.

Prize money will be awarded only with the understanding that the winning ranch will pass the prize on to the salesman who has produced the largest dollar volume of sales, regardless of models or styles, such dollar volume to be figured at the regular retail selling price of the refrigerators.

All sales must be reported on the regular "Quota Busters" report form MG-1565, according to Howlett. All sales dated from Jan. 1, 1932, will count in the contest.

The contest will close Nov. 30, 1932.

## EWALD NAMED MANAGER OF NEW KELVINATOR BRANCH

PITTSBURGH—George R. Ewald, special field representative for Kelvinator in the Pennsylvania and West Virginia territory, has been appointed general manager of the newly formed Kelvinator branch here.

Alvin P. Smith, for nine years in Kelvinator sales and service work in Boston, Pittsburgh, Detroit, and New England, will have charge of the reorganization and management of service in the Pittsburgh territory.

Reed M. Powell will continue in the territory as domestic sales manager, and Carl Bissler will be commercial sales manager. Allen Dunlap, special wholesale representative with the factory since the first of the year, is also assigned to the territory.

Phyllis E. Harris, former secretary to Vance C. Woodcox, sales promotion and advertising manager, is now assigned to the Pittsburgh territory as home economist, to work with the special wholesale representatives, J. E. Hardwick, E. C. J. Lloyd, and E. B. Lyons.

## GIBSON HOME ECONOMIST HOLDS SERIES OF SCHOOLS

GREENVILLE, Mich.—Lectures on refrigerator cookery for Gibson dealers and distributors are a part of the summer program of Miss Jacqueline Frost, home economist of Gibson Electric Refrigerator Corp.

Three recent lectures were made at Muskegon, Mich., Philadelphia, and Norristown, Pa. From Philadelphia, Miss Frost made a tour of Louis Buehn Co. dealers, giving talks in Trenton and Camden, N. J. At Norristown, a full-page advertisement announced her lectures in the B. E. Black & Bros. department store.

Miss Frost is now in Newark under the auspices of the Krich Distributing Co., 558 Broad St., and will appear in the territories of various dealers in the area within the next few days.

At one lecture which was attended by 66 women, Miss Frost reported that 59 prospects were secured.

## KELVINATOR DISTRIBUTOR APPOINTED FOR CAROLINAS

GASTONIA, N. C.—Moore & Stewart has been appointed new distributor for Kelvinator electric refrigerators in 50 counties of western North Carolina and western South Carolina.

The firm supplants Kelvinator Sales Co., Gastonia. W. P. Moore is president of the new distributorship, and S. M. Stewart is secretary-treasurer. Edgar Rawls and John Jennings are the commercial salesmen and will handle all commercial sales and service.

J. C. Dellinger is dealer contact man. At present 20 dealers for Kelvinator are operating in this territory.

## APPOINT KELVINATOR DEALER

NEW BRITAIN, Conn.—Meyer Store, Inc., Pittsfield, Mass., has been appointed a Kelvinator dealer by Rackliffe Bros. Co., Inc., distributor with headquarters here.

# TEMLOK

## SAVES MONEY

*in the assembly room*



TEMLOK HANDLES EASILY . . . even the name is readily cut out of a standard board of this new, improved, low-cost insulation.



"MADAM, THIS REFRIGERATOR is insulated with Temlok, made by Armstrong." Sales come quicker when distributors use these words!

## MAKES MONEY

*on the sales floor*



*Temlok Insulation, from the very start, will help you to increase your profits*

JUST for a moment, let's stop talking about insulation in terms of conductivity, moisture resistance, and density. Let's think of it, at least in the case of Armstrong's Temlok, as a part of your refrigerator that saves money and makes money for you.

Consider, first, that Temlok is made for you in fabricated sets, cut

to size, ready for quick, economical installation. It is easy to handle and apply. These advantages mean that you save money with Temlok in the assembly room.

And then—on the sales floor. You'll admit that your distributors can get a quicker turnover when their salesmen say: "This refrigerator gives service for a longer

period of time . . . stays efficient after years of performance . . . keeps refrigeration costs low." They can say all this when the refrigerator is Temlok-insulated. It is convincing, also, to remind customers that Temlok is made by Armstrong.

In making these claims for Temlok there is no guesswork. This low-cost, lifetime insulation, made from the heartwood fibres of southern pine, has been thoroughly tested in the Armstrong research laboratory. These tests have proved conclusively

that Temlok has low conductivity and lasting resistance to moisture, and that it does not pack or settle because of vibration.

If you would like to examine Temlok, mail us the coupon for free samples. We will also gladly send you complete data about Armstrong's Temlok, and explain how you can make use of Armstrong's Life Test Room, if you wish. Armstrong Cork & Insulation Co., 917 Concord St., Lancaster, Penna.



Armstrong's  
**TEMLOK**  
REFRIGERATOR INSULATION

ARMSTRONG CORK & INSULATION CO.  
917 Concord St., Lancaster, Pa.

Please send me complete details regarding Armstrong's Temlok Refrigerator Insulation.

☐ Please send sample.

Name .....

Street .....

City ..... State .....



## ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Refrigeration Industry

Published Every Week by

BUSINESS NEWS PUBLISHING CO.

Also publishers of REFRIGERATED FOOD NEWS (monthly) and REFRIGERATION DIRECTORY and MARKET DATA BOOK (annual)  
550 Maccabees Building, Woodward Ave. and Putnam St.  
Detroit, Michigan. Telephones: Columbia 4242-4243-4244

### Subscription Rates:

U. S. and Possessions and countries in Pan-American  
Postal Union: \$3.00 per year; 2 years for \$5.00  
Canada: \$6.00 per year (U. S. Money)  
All Other Countries: \$4.00 per year; 2 years for \$7.00  
Advertising Rates on Request

F. M. COCKRELL, Publisher

GEORGE F. TAUBENECK, Editor

JOHN T. SCHAEFER, Engineering Editor

PHIL B. REDEKER, Assistant Editor

GERTRUDE STANTON, Assistant Editor

ELSTON D. HERRON, Staff Writer

FREDERICK W. BRACK, Advertising Manager

GEORGE N. CONGDON, Business Manager

JOHN R. ADAMS, Production Manager

Member, Audit Bureau of Circulations

Copyright, 1932, by Business News Publishing Co.

VOL. 6, No. 46, SERIAL NO. 174, JULY 20, 1932

## Mike Mahony Writes A Rousing Editorial

MIKE MAHONY won't know it until he reads this, but he has written the editorial for today's issue of ELECTRIC REFRIGERATION NEWS. Mr. Mahony is manager of the merchandising division of the electric refrigeration department of the General Electric Co. Recently he was moved to pen an off-the-chest and from-the-heart message to his district representatives, his personal ambassadors to G. E. distributors. Walter Daily, manager of the G. E. sales promotion division, sensed that the letter merited consideration by the entire industry as a "true analysis of the chaotic mental condition which exists in the field," and sent us a copy. It arrived just as this issue of the NEWS was going to press.

So good did this preachment seem to us that we junked the editorial prepared for this issue, and set up Mr. Mahony's letter instead. Here it is:

### Impasse Created

"I have just received two letters, one from a distributor, criticising us for not being helpful, and the other from one of our representatives, criticising this same distributor for his failure to adopt our recommended plan of operation. Undoubtedly, both the distributor and representative believe themselves entirely correct in their own opinions, and therefore, as far as their particular relationship is concerned, an impasse has been created with neither party willing to yield and little being accomplished towards the development of a program which would increase our business and improve the distributor's profit position. These are critical times, and this case is but one instance in many which illustrates how necessary it is during these times that we handle all of our contacts with the greatest degree of tact and diplomacy and sell, rather than force, the acceptance of our ideas.

"In 1927 we were all primarily interested in Retail sales; consequently, our thoughts and actions were directed only to producing sales. Many of the troubles which seem to be with us now were not apparent then, because the broad vista of work to be done precluded the possibility of giving consideration to anything other than sales production. We had a job to do and we did it.

"Today our interests are chiefly concerned with the ramifications of our business. Unfortunately, we tend to consider sales only indirectly or in the abstract. Our vision is obscured and we are looking to nostrums rather than fundamentals to light the return road to Prosperity and Paradise.

### Yes and No, Etc.

"Today our Distributors tell us:

"We need lower prices."

"We need higher discounts."

"We cannot get good men."

"We have too many men."

"We need more utilities."

"We ought to cancel the utilities."

"We need a low priced leader."

"Make the advertising stronger."

"Cut out the advertising."

"The financial plan is not competitive."  
"The canvass plan breaks down salesmen."  
"We need more field meetings."  
"We can't afford field meetings."  
"And on, and on, and on."

"The original model of 'the man with the grasshopper mind' was a well-ordered individual mentally, compared to the composite person represented by the above multitude of panaceas.

"If you listened in to either of the recent political conventions in Chicago, you must have been impressed with the fact that in these days a single track mind and a set of cast iron tonsils are the common attributes of the many who add futility to confusion while attempting to sell the nomination of their favorite candidate. Lapel microphones, static, boos, cheers, razberries and other plain and fancy auricular disturbances shattered the air waves for a couple of weeks, and when calm had been restored, it was quite evident that in the peaceful, undisturbed solitude of a hotel room, several powerful men had met in quiet session and calmly decided who was to run for President. This, men, is where the selling took place. The rest of the exposition was just so much boloney on which the good old public is erroneously supposed to thrive.

### Cool Men Control

"It does one good to reflect that in the center of this bedlam which seems to be all about us, there are some composed individuals who really keep their heads and quietly but surely control the destiny of things. These are the real salesmen.

"Many of our distributors are unnerved and they are seeking frantically in every direction for a single idea that will solve all of their problems. This cannot be done, and ultimately we shall all come to know that the only possible solution lies in tackling each individual problem separately and in proper sequence and staying with it to the exclusion of all else until we have worked it out to a successful conclusion. Our enthusiasm and capacity for work must be revitalized.

"Why is it that the newer men in our organization are doing a better job than those who have been with us for years? The answer lies in the fact that they are enthusiastic and work hard and have been producing results which compensate them well for their efforts. Our records prove that the new man is in most cases producing the most business, not just at the start, but consistently.

### Ability Over-Rated?

"Our distributor plan was based on the theory that we could build better specialty sales organizations by granting our franchises to people who would engage in our business exclusively and assume complete responsibility for the sales job. Nine-tenths of our competitors are not specialists, but jobbers, and it is hard to understand, in view of the multiplicity of their other interests, how they should be able to build up distribution which is affecting our own volume, unless we assume that in the past, when the going was easy, we greatly over-rated the merchandising ability of our distributors and took credit for accomplishments that were merely the result of opportunity thrust into our laps.

"Our canvass plan was offered for adoption last year, and with few exceptions, distributors claim to be using it. Analyses prove that they may be using the method, but the degree of application is far short of that required to produce satisfactory results. Personnel reviews also point out that in many instances authority is delegated to sales managers and supervisors who do not thoroughly comprehend the elementary principles of training and directing salesmen.

### Management Needed

"Today there are 10 times as many men who were once our salesmen, parading the streets selling competitive products or engaged in other lines of business, as are at present employed selling our line. It is only reasonable to suppose that many of these men are not friendly towards us, because they failed to achieve success in our organizations. They can and are doing much to neutralize the power of our own advertising and sales activity.

"Why did they fail? In a majority of instances it can be charged to careless selection, incomplete training and slipshod supervision.

"Sound improvement in our results cannot be looked for until these deficiencies are eliminated."

## Letters from Readers

### Regarding Personnel

John B. Whittier  
Larchmont, N. Y.

July 9, 1932.

Editor:

Your editorial of June 29 contains valuable food for thought from several points of view. Its intent, evidently, is to explain why it is easy for so many small companies to get into the refrigeration industry.

A review of the many companies whose lines are specified in the same issue will show them, for the most part, to be substantial companies not subject to the influence of mediocre sales executives and refrigeration engineers. They probably entered the refrigeration field of their own volition and because they considered it attractive, then went out and secured the talent they wished to build and sell their merchandise.

How was it possible for these companies to secure the engineering and sales talent which has put them into the business, in some cases very successfully? Was it because that talent is not efficient or was it because executives of the companies for which they formerly worked have missed one of the big fundamentals in merchandising? Goods are not sold until they reach the consumer and here has been the weak spot in the whole merchandising structure of refrigeration.

It has been easy to secure wholesale distributors and it is a sad commentary on the salesmanship employed by the manufacturer that so many of these distributors have failed to come through. In too many instances the manufacturer has considered the sale completed when the goods were shipped from his factory and the invoice paid. He has loaded the distributor with enthusiasm and goods but his activities have ended there. He has failed to take into consideration that the wholesaler, for the most part until recently, is unschooled in the art of selling major devices. Result at the end of the year, jobber turnover.

The past two years, it has been easy for the distributor to secure retail outlets which, in turn, have gone through the same experiences as the distributor and at the end of the year more dealer turnover because those dealers have not been trained to sell major appliances.

Very sparingly should blame for failure be placed on the door step of the jobber and retailer. Bear in mind that when these two outlets have not measured up to requirements, the manufacturer has, in many instances, established his own outlets direct to the consumer with so many failures resulting that we don't like to talk about them. Very many jobbers are old, established, substantial and with a very large good will. They have money and have made money, a very good indication that they are successful. If they don't understand the best way to merchandise refrigeration they at least have the background and capacity to learn provided the manufacturer meets them with the right kind of selling.

In the past, too much reliance has been placed in some bright scheme of a brilliant salesman which should have been the magic touch to put the thing across but didn't. The cure-all looked good when started but when it failed of immediate results was dropped as a failure. There is no magic appeal that will bring orders pouring into the factory and the policy of hiring and firing has been expensive, very expensive for the manufacturer.

If the refrigeration industry is a "get in and get it quick" proposition then the policy of using so-called football shock troops for a particular job may be the thing to do but there are many millions of refrigerators yet to be sold. It would seem as though straightforward fundamental selling, the kind that can go back to its trade month after month and do business on a solid foundation, would establish the industry solidly with the merchandising forces of the country.

If you have a distributor who is not doing the job up to your requirements and you fire him, you are wasting all the work done for the past year and it will take as much time and effort to work his successor up to the same efficiency as has already been spent on the original. The same holds true of a retail dealer with the result that the turn-over is enormous.

It is to be assumed that the factory salesman, wholesale distributor and retail dealer constitute a good substantial chain by which merchandise may be conveyed from factory to consumer. If this is not so, then it is the executive who has made the mistake. Turn-over in sales personnel always has been and always will be expensive. It is always open to serious question as to whether the new man will be better than the old and no matter how brilliant the new man may be, it costs time and money to get him started.

If the manufacturer will originally pick his salesmen, wholesale distributors and dealers carefully and then stick with them, giving them the training and help they should have, then that manufacturer will have a sales organization that he will want to keep and that will want to stay with him.

JOHN B. WHITTIER.

### Basically Right

Trupar Mfg. Co.  
Dayton

July 14, 1932.

Editor:

With regard to the editorial which appeared in the July 13 issue of ELECTRIC REFRIGERATION NEWS, you are basically right; and this is the very thing we are trying to do with our product—that is, give it individuality.

We feel that if we hadn't done this we wouldn't be as far along as we are today.

H. J. HUNT,  
President.

### Better Values

General Electric Co.  
Electric Refrigeration Dept.  
Hanna Building, Cleveland  
July 14, 1932.

Editor:

Editorials such as you have written for the July 13 issue of ELECTRIC REFRIGERATION NEWS, I believe, have a stimulating effect upon our industry. They should encourage manufacturers and retailers to be thinking in terms of better values rather than low standards, cheaper products, and poor service.

Personally, I think too much stress is laid on styling for refrigeration, which after all is a utility article. Real satisfaction from refrigeration comes only after long term of trouble-free service. If the prospect understood this and appreciated the fact that an electric refrigerator in the course of three years must do more hours of work than the next six automobiles he buys, he would more carefully weigh the relative values of the mechanism and be conscious of the fact that 70 per cent of his investment should be in the mechanism and only 30 per cent in the cabinet structure.

P. B. ZIMMERMAN,  
Manager.

### Price a Factor

Frigidaire Corp.  
Dayton

July 15, 1932.

Editor:

The editorial in your July 13 issue has just been called to my attention. I think there is a whole lot in what you say on the styling of refrigerators, or any other product; but in times like these the price is certainly a factor that has to be reckoned with.

H. W. NEWELL,  
Vice president in charge of sales.

### A Distributor's Views

Frank W. Wolf, Inc.  
779 Main St., Buffalo  
July 14, 1932.

Editor:

I have just read the editorial which appears in the July 13 issue of your paper.

Everything is very true. The only comment I can make in addition to what you have said is that we are today selling the same model cabinets which we sold five years ago and they are still very popular.

It is very expensive to get into a variety of colors and types of cabinets, and speaking of this territory, the General Electric refrigerator is still the popular acceptance. I consider your article very illustrative of present conditions.

FRANK W. WOLF,  
President.

### Covers Situation

Judson C. Burns Co.  
Walnut at Twelfth, Philadelphia  
July 14, 1932.

Editor:

I read with interest this week's editorial. It is a good one, and covers the situation.

JUDSON C. BURNS.

### From Canada

H. R. Carson, Ltd.  
Lethbridge, Alberta, Canada  
June 25, 1932.

Editor:

We hope that our dealers will decide to subscribe to ELECTRIC REFRIGERATION NEWS as we are sure that if they will read it carefully it will result in the sale of several extra refrigerators in a year, and will thus be well worth the subscription price. We ourselves have only just recently become subscribers, but the paper has given us a much better conception of the scope of refrigeration sales, and we imagine that like ourselves it is difficult at first for them to appreciate the sales possibilities in this line. We trust that every dealer will decide to become a subscriber.

H. R. CARSON, LTD.

### HIBBARD, SPENCER WILL HANDLE ZEROZONES

NEW YORK CITY—Hibbard, Spencer, Bartlett and Co., of Chicago, has been appointed distributor in the Chicago area for Zerozone Products Corp., manufacturer of Zerozone electric refrigerators.



## Hotpoint Range Salesmen Trained by Manual on Cookery Salesmanship

By Phil B. Redeker

CHICAGO—"It is possible to make a success as a salesman of electric cookery without this training—but you will never make a success without the knowledge that is in this training," states the introduction to "Electric Cookery Salesmanship," manual prepared for G. E. Hotpoint range salesmen by the LaSalle Corp. Service (a division of the LaSalle Extension University).

This statement gives the clue to the nature of the material and the method of handling in the first booklet (assignment No. 1) which deals with the subject: "Why and How the Buyer Buys." Simple and humanized statements of buyers' wants and attitudes go to make up this first lesson.

### Human Nature Same

The manual takes as its opening premise the idea that human nature is the same the world over, and that therefore the salesman doesn't need one set of tactics for a titian-haired woman of buxom lines, and another for a slim brunette.

People are constantly seeking advantages, the manual points out. They are constantly striving to improve upon the pleasure, comfort, and convenience which their time, their fortunes, and their positions in life allow them at the moment.

### Presentation of Advantages

With this in mind, the salesman must present his product in the light of the advantages for which the prospect is looking. To illustrate from the booklet using the example of a refrigerator salesman:

Instead of saying "Mrs. Homemaker, I am here to tell you about a machine which will take the place of your ice-box"—he will start telling her what the electric refrigerator will do for her—what it will give her that she doesn't have now, what unpleasant or undesirable thing it will eliminate from her life.

The G. E. Hotpoint salesman should learn to sell his prospect, not only the range itself, but the advantages of cooking the G. E. way, the manual points out.

There are 10 major advantages in electric cookery, the manual states: it is modern, fast, economical, clean, simple, certain, cool, healthful, safe, time releasing.

The reason why any woman should want these advantages, asserts "Electric Cookery Salesmanship," lies in certain fundamental buying motives.

### Primary Buying Motives

Sales research in thousands of cases is said to prove that there are five primary buying motives which influence people to buy:

1. Comfort and convenience.
2. Protection and safety.
3. Gain and economy.
4. Satisfaction of affection.
5. Satisfaction of pride.

The buying motives are *why* Mrs. Homemaker buys, and the advantages which are presented to her are *what* she buys, the manual makes clear. Thus, each advantage should be presented in such a way that it will appeal to one or more of her buying motives.

Under the heading of comfort and convenience, the booklet relates that the Hotpoint range lends the following appeals: more time released for other things, elimination of dirty pots which need scouring, cleaner walls over longer periods, elimination of basting and pot-watching.

### Protection, Safety

In the matter of protection and safety the electric range has the following advantages: less burning of foods, no open flames, no more headaches from oxygen-poor air, greater safety for children.

Where gain and economy are concerned, the following appeals are listed: food goes further, less waste of nutrient, no more wasted ingredients, better-cooked foods.

The range may fulfill the motive of "satisfaction and affection" by enabling the housewife to cook food for her husband "just as he likes it," and on the husband's side, he may well feel that he has lessened kitchen drudgery for his wife.

### Modern Appearance of Range

The modern appearance of the range, its beauty in the kitchen, and the fact that it is as good as any other in town, satisfies the "pride" motive, the manual states.

After the salesman has learned *what* the buyer buys and *why* the buyer buys, he should discover *how* the buyer buys, says "Electric Cookery Salesmanship."

The manual, in discussing this subject, opens with the statement that every purchase is the result of a very definite buying process in which five separate and distinct buying decisions are made, and that what's more, no purchase ever will be made so long as one of these five decisions remains unmade.

Taking the purchase of an electric refrigerator for an example, the manual says:

"The prospect will decide on the need

for an electric refrigerator, the make of electric refrigerator, the retail outlet from which he will buy, whether or not he is getting proper value for the price he is asked, and when to buy.

"Whenever a prospect hesitates or refuses to buy, check back to determine which decision or decisions are lacking, and when you find the lacking decision, concentrate your efforts on that point until you win a favorable decision.

"It helps you to know just where you stand at every point in every sale; and, instead of being afraid of objections as some salesmen are, you know that the objections of the prospect are actually helping you make your sale, for each objection which is brought up indicates to you just which decision is missing and along just what line you have to work in order to sell the article."

Buying decisions are gained by appealing to buying motives, it is pointed out. The appeals to the buying motives should be worked, says the manual, until the customer makes each one of the decisions, such as recognizing the advantages, feeling the need, etc.

### Build Up Advantages

In securing the decision on price, emphasis is placed on the necessity to build up values to the point where they outweigh the appeal of any other product or articles which might be bought with the same amount of money.

The buyer must be led to buy under the advantage-proof-action selling formula, says "Electric Cookery Salesmanship." The advantage-proof-action process is simply a matter of presenting the advantages of the product to gain the prospect's interest, proving the statement of that advantage by some tangible piece of evidence, and getting action in the form of a commitment on the prospect's part.

The manual places a good deal of emphasis on this last factor, taking several pages to illustrate the fact that no matter how good a sales presentation, if the salesman doesn't stop now and then to get a positive commitment or an objection, he will have done only a part of his presentation, and the chances are that he will never get the sale.

### Attention Getting Devices

In presenting an advantage, there are three ways advocated in which to arouse the prospect's attention and gain her interest: by asking a question, by making a direct statement, by taking advantage of an existing situation.

There are, according to the booklet, five types of proof which may be used to prove these advantages. These are: mechanical-fact proofs (specifications, materials); evidence of printed literature; evidence of the experience of others; statements from authorities; actual demonstration.

The one sure method of securing the desired action during the progress of the sale, as advocated by "Electric Cookery Salesmanship," is in the use of questions such as: "You see that, don't you?" or, "That's a big improvement over your old stove, isn't it?"

### 'Yes, Yes' Prospect Hardest

A warning, however, is issued against the "Yes, Yes" prospect, as being the hardest one of all to sell. One effective way to check up on such a prospect to determine whether she understands what is being said and really approves it, is to ask a question something like this:

"I am glad you see this point. Will you tell me just how you would enjoy this advantage?"

Either she will indicate that she does not understand, or else, in answering the salesman, she will actually commit herself more strongly to the point.

Many salesmen jot down on a card a prospect's objections as she makes them; and before they leave, they check off each one. This practice has value because, in the first place, their writing it down shows her that they are giving it recognition and that they are going to answer it; and in the second place, the salesmen remember to secure a commitment by going back and saying, "Some time ago you asked this question; have I made that point clear to you? You will remember, I explained so-and-so."

One of the final points made in assignment No. 1 of "Electric Cookery Salesmanship," is that a salesman should never argue. The salesman who attempts to argue with a prospect, the booklet points out, succeeds only in closing her mind, but the man who reasons with her and gets her to change her mind, makes her feel that she still is right.

### WHEELING MEAT MARKET IS EQUIPPED BY KELVINATOR

WHEELING, W. Va.—The Weimer Packing Co., meat market here, has been fully equipped with Kelvinator refrigeration, according to the Earle Rogers Co., Kelvinator distributor.

The sale was made by A. W. Mac-Nichols, manager of retail sales.

## New England Quota Breakers



W. M. Walsh (right), merchandise manager of Connecticut Light & Power Co., presents president's cup to Mr. Allen and Mr. Sangster.

## Utility Sells 6,686 Units in 12 Weeks

HARTFORD, Conn.—A total of 6,686 refrigerators, 170 per cent of the established quota for the period, was sold in a recent 12-week campaign by the merchandising department of the Connecticut Light & Power Co., states W. M. Walsh, merchandising manager.

The territory consists of 120,000 do-

mestic meters, and does not include any great population centers, Mr. Walsh states.

One of the features of the campaign, he pointed out, was the high percentage of larger sizes and higher quality models sold. Salesmen were instructed to make quotations based strictly upon prospect requirements.

The close of the campaign was marked by a "policeman's ball" at Waverly Inn, Cheshire. The President's Cup, donated by J. Henry Roraback, president of the utility company, was

awarded to the high district, Waterbury; individual awards, amounting to \$500, went to high salesmen in each district.

Speakers at the banquet included: E. G. Biechler, president of Frigidaire Corp.; R. H. Knowlton, vice president of Connecticut Light & Power Co.; and Billy B. Van, old-time theatrical man.

### Pfeil Buys Panama Hats

John S. Pfeil, manager of the Frigidaire Sales Corp. of New England, awarded Dobbs Panama hats to Mr. Walsh and to the manager and commercial manager of each of the 15 districts which exceeded their quotas. Frigidaire is one of the makes sold by the utility company outlet, and Mr. Pfeil had made a bet with Mr. Walsh that the quota would not be exceeded during the campaign.

The Waterbury district, with a quota of 160, sold 414 units, for a quota percentage of 259. The percentage achieved by the other districts follows:

Willimantic, 223.5; Branford, 196; New Milford, 190.4; Bristol, 188; Norwich, 190; Lyme, 182.5; Central, 171.7; Danielson, 154; Northern, 153.4; Meriden, 138.2; Norwalk, 129.3; Winsted, 126.3; New Britain, 122.7; Greenwich, 101.4.

### Organized as Police Force

Under the campaign slogan "We Want You!" the salesmen were organized as a police force. Every man started as a supernumerary, and if he kept abreast of his quota at the end of each two-week period he was advanced in rank to patrolman, detective, sergeant, detective sergeant, lieutenant and captain.

The fugitive sought was Old Man Quota. National advertising, newspaper and bill-enclosure advertising, broadsides, window and store displays, employe prospectus leads, and new lower prices were used during the campaign to break down sales resistance.

A "police bulletin," the "New Englander," weekly organ of the Frigidaire Sales Corp. of New England, and weekly letters were used to keep the sales force posted on the standing of districts.

# Rollator refrigeration

ITS EXTRA COOLING POWER MEANS EXTRA PROFIT FOR NORGE DEALERS



Norge 1931 sales increase led all other makes combined by almost 2 to 1....

In the first quarter of 1932 Norge broke its own record and Rollator Refrigeration sales were 241% of sales for the same period in 1931.

There is a reason. People want the extra cooling power of the famous "Powered-for-the-Tropics" Rollator. They want unwavering, day-after-day refrigeration, with service freedom and low cost.

Daily, more and more of them learn what Norge offers and they go to see the Norge... and when real refrigeration prospects see the Norge, they buy.

Every sale means a substantial net profit to the Norge dealer, for it is a profit that does not have to go back

into excessive service calls, does not have to go into a big service stock or repair shop overhead.

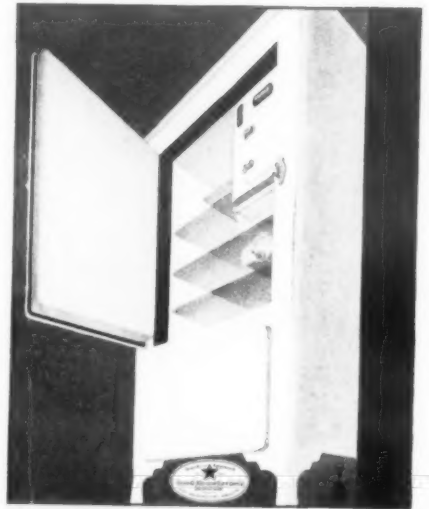
Established dealers, in household appliance, automotive or radio lines, find that Norge Rollator Refrigeration fits right into their present operations.

Norge is a short line of package merchandise, with rapid turnover and low inventory. A consistent merchandising and advertising program, with many dealer helps, backs the Norge.

Extra cooling power and extra profits go hand in hand... So, before you sell any refrigerator see the Norge.

NORGE CORPORATION  
658 EAST WOODBRIDGE STREET  
DETROIT... MICHIGAN

Norge Corporation is a division of Borg-Warner Corporation, one of the world's largest makers of precision parts, including automotive free wheeling.



# NORGE

## ROLLATOR REFRIGERATION



### THE ROLLATOR

A roller rolls and there's ice... that's all there is to smooth and easy operation of the Rollator mechanism... It's almost everlasting.



## J. L. Hudson Sells Appliances Worth \$50,000 In New Sub-Basement Store

By Margaret M. Thompson

DETROIT—In little more than three months J. L. Hudson Co. has done approximately a \$50,000 business in a new sub-basement department which handles electric refrigerators and other electrical household appliances, according to J. B. Ogden, manager of both the tenth floor, the regular sales floor for such merchandise, and the sub-basement departments.

"We have found this new department, which was opened April 4, to be an excellent idea for stepping up business," says Mr. Ogden. "In the sub-basement we are able to get in touch with a clientele, which because of low income, never comes up to the tenth floor. In the past, we sold refrigerators only to people with larger incomes. Now with our display in the sub-basement we are broadening our field of possible sales."

Mr. Ogden has on display there electric refrigerators for exactly the same price and to be sold on the same terms as those on the tenth floor. However, the less expensive models are advertised for sale in the sub-basement, and by this means people are brought in to look at the refrigerators. Using \$99.50 models as leaders, salesmen sometimes are able to sell the more expensive machines.

"It has been our experience," says Mr. Ogden, "that more high priced refrigerators are sold than lower priced ones in the sub-basement. People find that they can buy a bigger and better machine on reasonable terms and are willing to invest more money."

Although this department was designed for the usual basement patronage, it also attracts the perpetual bargain hunter. Repossessed and floor-sample refrigerators are sold there during month-end sales.

Terms for refrigerators sold on both floors are: a minimum of \$10 as a down payment and a maximum time of 24 months for the contract.

Salesmen work on a drawing account against their commission. Sales are made on the floor, and in the evening at the home of the prospect, by appointment. One day a week is also given salesmen for following up sales in the field. There has been no direct canvassing done by salesmen in the department.

Advertising for both floors is carried on in the daily newspapers, with special advertisements for the month-end sales.

Service for the refrigerators, whether purchased on the tenth floor or in the sub-basement, is handled by the factory branch of the machine bought.

The two departments are under the direction of Mr. Ogden, but the policies of each floor are controlled by general merchandising managers.

### KELVINATOR ADVERTISEMENT OF 1924 BRINGS 1932 SALE

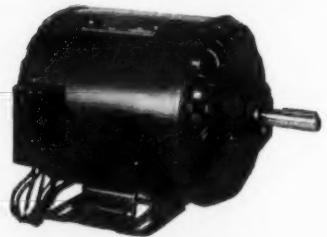
DETROIT—Kelvinator Corp. recently received a letter from a storekeeper down in West Virginia which read:

"I saw this illustrated ad in a magazine. I have an 8-ft. meat counter without a machine in it. I would like to know how much a machine would cost, with coils and everything for it. If you can give me a good price I will be glad to buy the equipment from you."

Enclosed with the letter was the somewhat worn and crumpled page 108 from the *Saturday Evening Post* for Dec. 20, 1924.

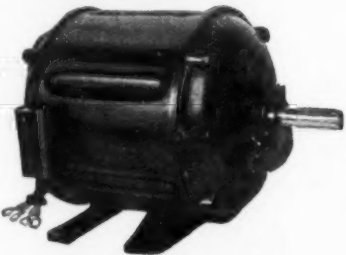
## Specified

FOR ULTRA-QUIET AND DEPENDABLE MOTOR PERFORMANCE



### Wagner Repulsion-Start-Induction Motors

The preferred motor for electric refrigerators—rubber-mounted for domestic; rigid-mounted for commercial units. High efficiency, long-hour duty performance, quiet from start to stop—ideally suited for refrigerator duty. All frequencies, voltages interchangeable for given horsepower ratings.



### Wagner Rubber-Mounted Motors

For ultra-quiet, vibrationless performance—designed especially for domestic refrigerators where absolute silence is demanded. All types of Wagner motors are available with rubber-mountings. Interchangeable with rigid-mounted motors.



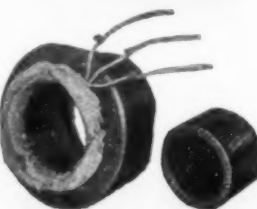
### Wagner Capacitor Motors

A compact unit—the last word in capacitor motor design, applicable to the majority of refrigerators requiring small fractional horsepower motors. Conduit-box is part of the capacitor-box—no special appendages; all connections made in one box, rigid or rubber-mounted. Interchangeable with other types.



### Wagner Built-In Motors

The product of some fifteen years of experience in refrigerator-motor building—designed and built to operate without attention in hermetically-sealed refrigerator units. High efficiency, low operating temperature, specially designed to operate in refrigeration fluids.



For complete description, ask for Bulletin 167

**Wagner Electric Corporation**

6441 PLYMOUTH AVE., ST. LOUIS, MO.

## Figures Show Concentration of Trade

STATES IN WHICH 50 PER CENT OR MORE OF THE TOTAL RETAIL VOLUME IS CONCENTRATED IN ONE OR TWO COUNTIES (See story in adjoining right-hand column)			
State	Number of Counties In State	Leading Counties With Percentage of State's Volume in Each	Percentage In Leading Counties
Arizona	14	Maricopa 39.0, Pima 13.7	52.7
California	58	Los Angeles 40.4, San Francisco 15.3	55.7
Colorado	63	Denver 45.1, El Paso 5.8	50.9
Connecticut	8	New Haven 30.3, Hartford 25.9	56.2
Delaware	3	New Castle 75.7	75.7
Illinois	102	Cook 63.5	63.5
Maryland	23	Baltimore 65.2	65.2
Michigan	83	Wayne 44.8, Kent 5.8	50.6
Missouri	114	St. Louis 34.6, Jackson 25.0	59.6
Oregon	36	Multnomah 47.2, Marion 5.3	52.5
Rhode Island	5	Providence 83.3	83.3
Utah	29	Salt Lake 52.7	52.7

STATES IN WHICH FROM 25 TO 50 PER CENT OF THE TOTAL RETAIL VOLUME IS CONCENTRATED IN ONE OR TWO COUNTIES			
States	Number of Counties In State	Leading Counties With Percentage of State's Volume in Each	Percentage In Leading Counties
Alabama	67	Jefferson 29.4	29.4
Florida	67	Dade 16.5, Duval 13.8	30.3
Georgia	161	Fulton 27.5	27.5
Indiana	92	Marion 18.5, Lake 8.9	27.4
Kentucky	120	Jefferson 27.1	27.1
Louisiana	64*	Orleans 33.7	33.7
Maine	16	Cumberland 23.3, Penobscot 12.5	35.8
Massachusetts	14	Suffolk 34.1	34.1
Minnesota	87	Hennepin 29.2	29.2
Montana	57	Silver Bow 14.9, Cascade 11.5	26.4
Nebraska	93	Douglas 21.2, Lancaster 9.2	30.4
New Hampshire	10	Hillsborough 33.3	33.3
New Jersey	21	Essex 25.8	25.8
New Mexico	31	Bernalillo 17.5, Chaves 8.3	25.8
New York	62	New York 34.7	34.7
Ohio	88	Cuyahoga 20.0, Hamilton 10.9	30.9
Oklahoma	77	Oklahoma 15.7, Tulsa 13.0	28.7
Pennsylvania	67	Philadelphia 27.8	27.8
Tennessee	95	Shelby 24.6, Davidson 15.3	39.9
Vermont	14	Chittenden 15.2, Davidson 15.3	29.5
Virginia	124†	Richmond City 17.1, Norfolk City 11.4	28.5
Washington	39	King 36.8	36.8
Wisconsin	71	Milwaukee 31.3	31.3
Wyoming	24‡	Natrona 14.8, Laramie 14.6	29.4

\*Counties and Independent Cities.  
†Including Yellowstone National Park.

STATES IN WHICH FROM 10 TO 25 PER CENT OF THE TOTAL RETAIL VOLUME IS CONCENTRATED IN ONE OR TWO COUNTIES			
States	Number of Counties In State	Leading Counties With Percentage of State's Volume in Each	Percentage In Leading Counties
Arkansas	75	Pulaski 13.4	13.4
Idaho	45*	Ada 13.0	13.0
Iowa	99	Polk 10.1	10.1
Kansas	105	Sedgewick 10.8	10.8
Mississippi	82	Hinds 8.5, Landerdale 4.4	12.9
Nevada	17	Washoe 11.1	11.1
North Carolina	100	Mecklenburg 7.0, Guilford 5.8	12.8
North Dakota	53	Cass 11.2	11.2
South Carolina	46	Greenville 10.4	10.4
South Dakota	69	Minnehaha 11.5	11.5
Texas	254	Harris 9.5, Dallas 9.1	18.6
West Virginia	55	Kanawha 12.5	12.5

\*Including part of Yellowstone National Park.

### KELVINATOR DISTRIBUTOR TO EQUIP NEW POST OFFICE

MIAMI, Fla.—Kelvinator-Appliance Corp., 1413 Biscayne Blvd., has been awarded the contract to supply the new Miami post office with refrigeration equipment.

The installation will include: 10 model CW-85 coolers; 5 model CW-76 coolers; 1 Seeger P-44 with Kelvinator equipment; 1 Seeger P-32 with Kelvinator equipment; Kelvinator equipment for large built-in pantry box; Kelvinator equipment for built-in kitchen box.

The two Seeger cabinets are for perishables in the parcel post department, while the two built-in boxes are in the cafeteria. The post office will be completed this fall.

Two other commercial installations—a water cooler for the U. S. lighthouse tender *Poinciana*, and 10 water coolers at the Hialeah Race Track, are also reported by E. N. Park of the firm.

### Rudy Vallee Buys Air Conditioner

NEW YORK CITY—Rudy Vallee, unable to flee the heat and humidity of a Manhattan summer because of his orchestral and radio engagements, has installed Frigidaire air conditioning equipment in the sleeping chamber of his penthouse apartment.

A small piece of equipment resembling a radio was installed in the dressing room adjacent the crooner's bedroom.

### OLYMPIC SKATERS USE NORGE REFRIGERATOR

DETROIT—A Norge refrigerator was used to keep the food for the American Olympic Speed Skating Team at its training camp at Bear Mountain Interstate Park all this year.

## GOVERNMENT NAMES U. S. TRADE CENTERS

WASHINGTON, D. C.—In 12 states more than half the total retail trade is concentrated in one or two counties. In 24 others, the leading two counties get from 25 to 50 per cent of the total. In the 12 remaining states the business is spread over enough trading centers to keep one or two from getting a quarter or more of the total.

This concentration of retail trade in leading counties is revealed in an analysis by *Household Magazine* of the Retail Census of Distribution figures, published by the United States Department of Commerce.

In a few states, the small number of counties is largely responsible for the high percentage showing of the leaders. In Delaware, where there are only three counties, New Castle (with Wilmington) takes more than three-quarters of the total. Rhode Island, with five counties, and Connecticut, with eight, fall into the same category. On the other hand, the concentration of business is obscured by a large number of counties in such states as Texas, with 254, Georgia, with 161, and Virginia, with 124 counties and independent cities.

The high percentage of New York's total done by the New York City trading center fails to appear in the following table because of the division of the business between four or more small and contiguous counties.

The adjacent tables show the relative concentration of retail business in one or two leading counties in each state in the country.

## GIBSON'S BLACK MODEL IS FEATURE IN SUPPLEMENTS

GREENVILLE, Mich.—Gibson's model SG-37B electric refrigerator (black model) is the center of attention in a full-page feature of the *New York Evening Journal*, July 9, and the *Chicago Evening American* magazine section.

The article stresses the convenience of a refrigerator in the boudoir, for keeping cold creams really cold, and lotions fresh and stimulating. Miss Marian Sturm poses beside the Gibson in the illustrations.

According to Josephine Huddleston, author of the article, skin tonics are more refreshing when cold. When left in the dressing-table drawer they soon spoil and become rancid. Electric refrigerators are now considered a necessity in beauty parlors during warm days, she states.

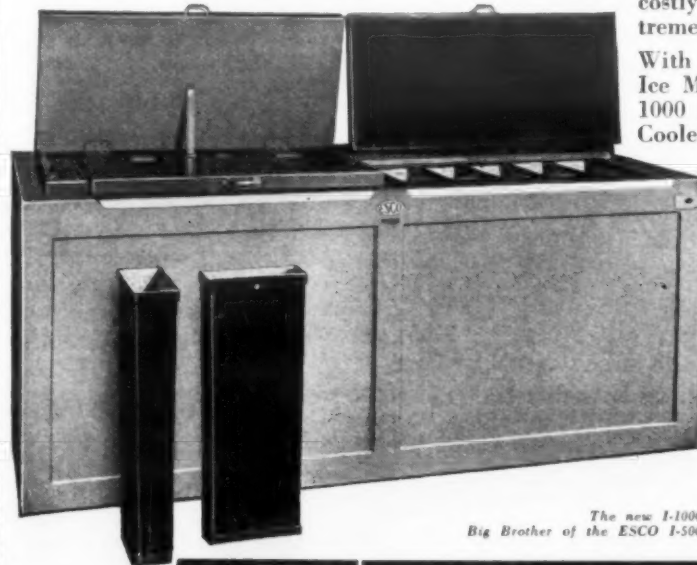
"Comparatively few of us can afford to have a special, small dressing-room size electric refrigerator," she says, "but, tomorrow or the next day . . . may tell a different story."

Pointing out that the cosmetics industry is one of the few which has suffered little from the depression, she declares that electric refrigeration has an opportunity in the beauty market. Women consider cosmetics as necessities, she believes.

She mentions the Pakkold, beauty appliance which may be used for cold massages, pointing out a new use—that of massaging the feet after a day of shopping, or a day of "cold canvass."

## ESCO ICE MAKERS are REAL PROFIT-MAKERS

Hotels, Restaurants, Hospitals, Clubs, etc., provide enormous profit opportunities for the ESCO Ice Maker Dealer



WHEN you sell an ESCO Electric Ice Maker, you not only make a profit, but perform a service by providing your customer with equipment that saves real money, and assures him a steady, controlled ice supply without waste.

All users of bulk ice in your territory are genuine prospects. Every one of them will appreciate and profit by the cleanliness, convenience, efficiency and low cost of the ice that ESCO gives them. This modernizing of one of their most troublesome and costly problems gains for you a friendship extremely desirable from the profit standpoint.

With the new models, I-500 and I-1000, ESCO Ice Makers now include capacities from 75 to 1000 lbs. Like ESCO Milk Coolers, Beverage Coolers, Dairy Utensil Sterilizers and Water Heaters, the ESCO Ice Maker is sold only through established dealers. The entire line offers large volume.

Write for detailed information and sales plans, showing dealer helps and advertising.

**ESCO CABINET COMPANY**  
Manufacturers

152 E. Market Street  
West Chester, Penna.

The new I-1000  
Big Brother of the ESCO I-500



# Six Refrigerator Manufacturers to Exhibit at World's Fair

## Chicago 'Century of Progress' to Show Scientific Developments

(Continued from Page 1, Column 1)

tion. Queer as these photographic reproductions may seem, they do not even fractionally convey the oddity, the bizarrit, of these buildings.

Even after you have seen for yourself, it is difficult to believe what "Century of Progress" architects have done with light and color.

When visitors arrive at the fair, for instance, they will discover that electric lamps, as they know them, have been relegated to the scrap heap. In their place will be glass-treated screen wire cylinders, which can be used for anything from flood-light lenses to illuminated Ionic columns for Greek-motif buildings.

### 150 Color Combinations

They will find self-illuminating interior wall surfaces, which change colors frequently. As many as 150 different color combinations have been worked out in the adaptation of this scheme to substitute electricity for the painter's brush.

Contraptions utilizing a weird assembly of highly polished aluminum plates, agitated by an electric fan and resembling a nineteenth century helicopter trying to leave the ground, have been evolved to produce dancing-light effects upon the windows of the dome of one building (Travel and Transport).

So simple a trick as placing a pan of water in the base of a reflector, visitors will find, will produce startling effects in the combination of motion, light, and color (the three attention-getters).

### Ultra-Modern Lights

Cathode ray tubes, revolving neon diffusion, almost every light-utilization method known to ultra-modern science have been put to practical purpose by the designers of this exhibit.

Visitors also will learn soon that economy is another major motive of this remarkable exhibition. In the Administration building, for instance, is a trustees' room which is apparently paneled richly with rare woods. These "rare woods" are in reality a wood veneer one thirty-second of an inch thick, which comes in rolls like wallpaper, and is applied like wallpaper.

Lighting in this same room is entirely concealed. After somebody points them out to you, you can locate four tiny holes in the ceiling. Through these apertures flood lights are projected on the principle by which motion picture projectors operate.

### Trustees' Table

Utility is still another major premise. In the above-mentioned trustees' room, for example, is a long board-of-directors table. It tapers from one end to the other, somewhat triangularly, or as it would in perspective. The speaker stands at the wide end of the table; then all seated along its sides can see him without turning their chairs toward him. About a foot from the edge of this table is a two-inch strip of glass, illuminated. By means of this strip, everyone seated at the table can easily see to read or write thereon.

And so it goes. Every building is so constructed as to reflect its natural function. One may not notice it until it is pointed out, but there it is just the same. (Note, in this instance, the picture of the Travel and Transport building published on this page, and the accompanying legend.)

### Built on Reclaimed Land

Situated on hundreds of acres of land wrested by engineers from Lake Michigan, the exhibition will extend southward from Twelfth Place to Thirty-ninth St. It is all east of Illinois Central tracks—also on reclaimed lake bottom ground.

Already on this site are the Field Museum, the Shedd Aquarium, the Adler Planetarium, and Soldiers' Field—which is one of the biggest of the world's outdoor stadia. The pictures published on page 12 of this issue will give a general idea of the contemplated layout.

### Two Types of Exhibits

The 1933 World's Fair will, generally speaking, be built around two types of exhibits—those depicting the work of the basic sciences, and those relating to the application of these scientific discoveries to man's everyday life.

Considerable space will also be given to the exhibits of the social sciences, as developed in recent years through human institutions and social welfare work.

The real aim of the exposition is to portray in a striking and fascinating way the man-made wonders with which humankind is surrounded—unknown, sometimes—without a maze of incomprehensible detail which might confuse the visitor from Seven Points (or from Manhattan, for that matter).

Financing of the project was assured by the successful floating of a \$10,000-

000 gold note issue, secured by 40 per cent of the gate receipts and guaranteed by \$12,176,000 in individual pledges from leading Chicago citizens.

Some of the expenses are also met by funds secured through advance sales of exhibition space to manufacturers. The latter sum is already well past the \$3,000,000 mark, with approximately 150 corporations having contracted for space.

### Sale of Exhibit Space

Declares President Rufus C. Dawes: "We have sold in buildings erected and to be erected, exhibit space in the amount of \$1,911,802, and have received on account the sum of \$1,561,802 in cash. We have contracted with such companies as General Motors Corp., Sears Roebuck & Co., American Radiator Co., Chrysler Corp., Firestone Tire & Rubber Co., Thomas A. Edison, Inc., and others for the erection of special buildings, the aggregate cost of which would be almost as much as the aggregate of exhibit space sold."

### Not Subsidized by Government

This is the first international exposition in history which has not been at least partly subsidized by some governmental agency.

The fair is organized under the laws of the state of Illinois as a private corporation, not for profit. Its board of trustees is composed of about 80 of Chicago's business men, supported by 267 Founder Members from Chicago.

Opening officially June 1, 1933, the gigantic exhibition is scheduled to last 150 days and nights. The opening, incidentally, will mark the fortieth anniversary of Chicago's first great fair, the World's Columbian Exposition of 1893.

To those who fear that the current depression may "spoil the fair," it might be pointed out that 1893, too, was a depression year.

Participation by the United States government in the exposition has been assured by the passage of an appropriation of \$1,000,000 by Congress and the signing of the bill by President Hoover. The government will be represented by a building and an exhibit in the exposition.

### New Appointed Commissioner

Harry S. New, of Indiana, former postmaster general, has been appointed as Commissioner of "A Century of Progress" by President Hoover.

Space for the Federal building has been allotted in the area directly north of the Electrical group on Northerly Island. The building is to be located in a great plaza with the States building, housing exhibits of the various states, forming a colonnade about it. The entire government appropriation will be spent for the building and exhibits under the direction of the Federal Commission which, in addition to Mr. New, will include the secretaries of State, Agriculture and Commerce.

Forty-four states have either appropriated money for exhibits or appointed official state commissions, or done both.

Exhibits presenting natural resources, tourist facilities, industrial development, agriculture, historical features and contributions to human progress will be shown by the various states in the States building.

Four territories have already appropriated funds for participation. Fourteen foreign nations have formally accepted President Hoover's invitation to participate.

### Unorthodox Structures

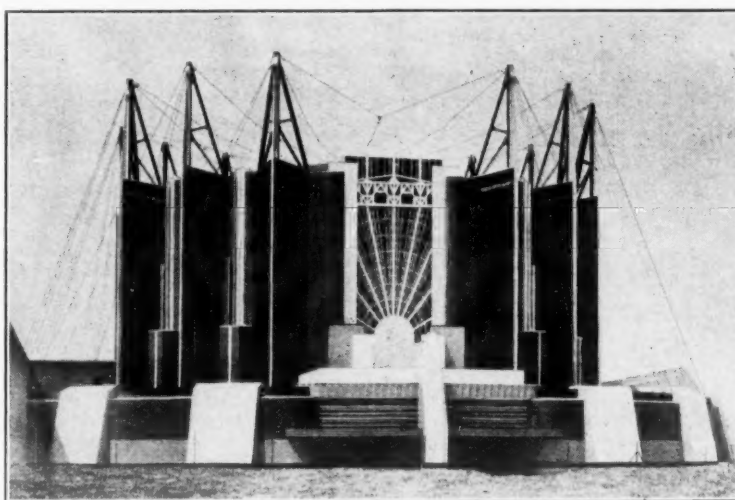
Undoubtedly the most striking feature of the forthcoming exposition will be its collection of unorthodox structures and their entirely unique style of architecture. In the words of Lenox R. Lohr, general manager of the entire fair, "they will set a new pace in architecture by the employment of materials in a new way and new methods of construction, depending on masses and surfaces for effect."

Many of the buildings are already erected, or are in the process of erection. Among these are the Administration building; the Travel and Transport building; the Hall of Science; the Electrical building; the Communications building; the Radio building; a replica of old Fort Dearborn, which guarded the first Chicago settlement; the Lincoln memorial buildings; and a model of the Golden Pavilion of Jehol, famous Chinese Lama temple.

Pavilions dedicated to mineral industries, graphic arts, furniture and office equipment; the Agricultural and Dairy buildings; and the States' building, together with numerous buildings for private exhibitions are now being erected. The grounds have just recently been completely enclosed by an all metal fence, nine feet high.

The Administration building, first of the fair buildings to be constructed, is in the shape of a huge "E," and is 350 ft. by 150 ft. in size. With a roof

## Travel and Transport Building



East entrance to the cable-suspended Railroad Dome of the Travel and Transport Building of "A Century of Progress"—Chicago's 1933 World's Fair. Six of the steel towers, from the tops of which the supporting cables run like the threads of some giant spider web, are seen. The dome is 125 feet high and 200 feet across and shelters the largest unobstructed area ever enclosed by man beneath a roof. The "fins" around the sides are said to represent ships' prows.

composed largely of cornstalks, the building, painted in white, blue, and silver, is one of the most striking creations on the 600-acre site.

Visitors have already pronounced unusual, especially as contrasted with Chicago's not distant skyscrapers, the replica of Fort Dearborn, built after the U. S. War Department's original specifications, and furnished with the help of various historical institutions.

Declared by many to be the most startling of the Century's architectural concepts is the Travel and Transport

building. With an interior diameter of 205 ft., the height of a 12-story building, and a length of 1,000 ft., the structure is entirely without interior supports of any kind—it being slung from cables attached to 12 steel towers.

The roof of the edifice, attached to these cables, is in no wise fastened to the walls. It merely rests in grooves as it hangs from the supports. This enables the roof to move up and down—to literally breathe—as the air within the structure expands and contracts under varying conditions.

Planted over Leif Erickson drive, with its two long arms reaching lagoonward, the U-shaped Hall of Science gives rise, at its southwestern extremity, to a tower 176 ft. high whose carillon will record the time of day with its chimes and play a wide variety of melodies on its tubular bells. Within the arms of the U will be a rostrum from which speakers may address thousands in the court as they view the scientific wonders about them.

Opposite the Hall of Science on Northerly Island, an 80-acre artificial beauty spot, will stand the Electrical group—the Radio, Communications, and Electrical buildings—all built in different shapes, and housing the latest products of manufacturers of electrical equipment.

### Summer Construction

This summer will see the completion of the General Exhibits group, the Agricultural group on Northerly Island, a bridge connecting the island with the mainland, many of the water and sewer utilities, and the underground conduit for transmission of electricity.

The General Motors Corp. building is now in the process of construction at Thirty-first St. and the lake front. The

(Continued on Page 12, Column 1)

# When DISTRIBUTORS

(a few of many from whom we have received similar statements)

say this:

We are much pleased with the showing made so far this year with the Leonard Electric. A nice increase in sales has been shown over last year, and we and our dealers are very enthusiastic about Leonard's great values and sales features.

H. Leonard & Sons, Grand Rapids, Mich.

Since we started business in 1917, we have never stocked a line we liked quite as well as Leonard. Our volume of business in Baltimore and Washington exceeds our fondest expectations. There is good reason for this. Leonard sells fast—the product is right—it has eye appeal—it has public acceptance.

Southern Wholesalers, Inc., Washington, D. C.

We have been successful in obtaining the best retail outlets in Atlanta, and from a standpoint of profit for ourselves and dealers we believe we have the outstanding refrigerator value.

Gilham Electric Company, Atlanta, Ga.

In deciding on the Leonard Electric in our territory, we were governed by Leonard background, merchandising possibilities of the line, and factory policies and cooperation. Our choice has proved a wise and profitable one.

Hendrie & Bolthoff, Denver, Colo.

We have been amazed at the dealer acceptance of the product, the volume we have been able to build, and the profits therefrom. Leonard features, as well as factory cooperation and sales helps, have contributed much to our success.

Spurrier's, Inc., Oklahoma City, Okla.

Leonard's wonderful dealer acceptance is due to Leonard values and features, plus unusual merchandising policies. We are very happy with the line, and it is profitable to us and our dealers.

Chanslor & Lyon Stores, Inc., San Francisco

Our retail outlets—larger merchants of size and experience—without exception consider the new Leonard line a profitable major item, because of its outstanding performance, wonderful acceptance, appearance and construction.

Graham Hambly & Sons, Los Angeles

When we first became associated with Leonard over a year ago, we did not realize that within 18 months your merchandise would permit us to enjoy the outstanding and enviable position we maintain in our territory at the present time.

Cronin Distributing, Inc., Portland, Ore.

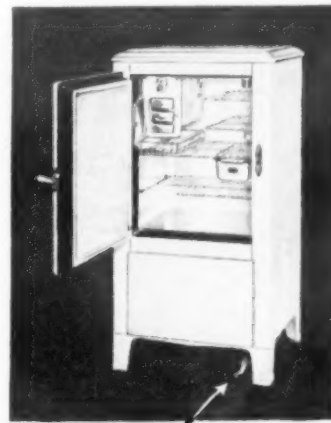
## WHAT MORE CAN WE SAY?

We invite you to write to any or all of 55 enthusiastic Leonard Distributors who are making similar statements.

LEONARD REFRIGERATOR COMPANY  
14256 Plymouth Road, Detroit

# LEONARD

ELECTRIC REFRIGERATOR



With the LEN-A-DOR— a touch of the toe and the door swings open



## LIST EXHIBITORS FOR 1933 WORLD'S FAIR

(Continued from Page 11, Column 5)

Chrysler building will be north of the Travel and Transport structure, the architects being Holabird and Root of Chicago.

Still to be erected are the States' building, the Federal building, the Home and Industrial Arts group, and the Sears Roebuck & Co. building.

Operations have already been started on the Lincoln group, which is to contain reproductions of many of the buildings with which the Great Emancipator was associated during his life.

Among the most fascinating of the structures, and certainly one of the greatest attractions of the exposition, will be the Golden Pavilion of Jehol, located at Sixteenth St. and Leif Erickson drive.

This Mongolian structure is an exact replica of the pavilion at Jehol, 140 miles northeast of Peking. It will be finished in gilt and red lacquer by three experts imported from the Orient. Its copper shingles will be covered with pure gold leaf, and within it will be kept a collection of said-to-be priceless Buddhist treasures.

### Lama Temple

Materials for the Lama temple were shipped to this country by Dr. Sven Hedin, Swedish explorer, and were composed of 28,000 different pieces, varying in size from massive columns to tiny bits of hand-carved finery.

The uses and possibilities of electricity today will be given a prominent and comprehensive display at the fair. Domestic electrical appliances and lighting equipment will be shown in abundance. Visitors will also see the newest plans for house wiring.

In attractive home settings will be exhibited the various uses of light as a decorative agent. These model houses will also be equipped with electrical cookery appliances.

Homes of the future, built of new synthetic materials, air conditioned, fitted out with the latest labor-saving equipment, utilizing every foot of space

## As an Artist Sees the Fair



"A Century of Progress"—Chicago's 1933 World's Fair—as viewed by an artist. The above photograph of a painting by Morton R. Addy, Chicago artist, shows the north half of the Fair grounds, with the Field Museum in the foreground and the Tower of Water and Light looming up in the distance. Beyond is Lake Michigan. In these more than 300 acres of land and water, Chicago, next year, will celebrate the hundredth anniversary of its incorporation as a town, as well as the advance accomplished by mankind during the same hundred years through the application of scientific principles.

including the roof for the comfort of its occupants, decorated, furnished and illuminated in modern fashion, will be demonstrated at the fair.

Already applications for the construction of such houses have been signed by: American Rolling Mill Co. and Ferro Enamel Corp.; Howard T. Fisher; Masonite Corp.; Chicago Lumber Institute; Bowman Brothers; and J. C. B. Moore.

A pavilion devoted to air conditioning, building materials and equipment,

and another pavilion featuring the decorative arts, are planned.

Sections of the exhibition devoted to modern office furnishing will also contain air conditioning systems, newest communicative devices, efficient lighting arrangements, and complete wiring plans.

There will be, too, demonstrations of air conditioning equipment for business houses, recreation centers, and restaurants. Heating, cooking, and refrigeration appliances will have their place besides the air cooling displays.

A comprehensive study of commercial illumination will be shown by means of a model city, reproduced in miniature entirety, from its congested business districts to its quiet residential sections, and on to its sports fields and airports.

In a model factory, all phases of electrification of industrial equipment will be shown, while the factory itself will be lighted and air conditioned by the newest devices in those fields.

### Farm Electrification

Application of electricity to farm equipment and rural home appliances, as well as to those used in the schools will be exhibited.

The principles of electric refrigeration will be explained to all visitors by men in charge of exhibits of parts and of refrigerating equipment in actual operation.

Electricity as it is now employed in the art of making window displays, and a large section of the electrical exhibition, will be devoted to the use of electricity in creating scientific phenomena.

### Illumination Plans

Engineers predict that some of the lighting projects to be used at the exposition will make illumination history. Among the plans to be effected are a flaming ladder arc, an illuminated cascade, several tinted geysers, an Aurora Borealis, fluorescent treatment of trees, statuary and flowers.

The flaming ladder, to be situated in the court of the Electrical building, comprises two giant electrodes rising from a transformer. As flaming arcs travel up the electrodes, compressed air will force chemical salts into the stream to form a constant succession of multi-colored light bars.

Hidden projectors will tint the Electrical building cascade and the twisting waters from the lagoon geysers. Other lighting thrills which will await visitors are the jeweled tower of the Hall of Science, plant life illuminated from powerful lamps concealed in flower pots, and shimmering waves of vari-tinted beams on the walls of many buildings.

Spectators will undoubtedly be a bit amazed to find that a goodly portion of the buildings are windowless, and depend on artificial illumination entirely. This is to eliminate difficulties from the changing intensity of natural light, and will enable exhibitors to maintain a constant standard of light regulation, thus displaying the buildings and their contents in an ideal state of illumination.

### Agricultural Exhibits

Officials of the agricultural exhibit on Northerly Island declare that they intend to make a radical departure from the established order of portraying the growth of agriculture in our nation. They will, in every display, so inject the art of showmanship that the exhibit will be of as much interest to city-dwellers as to sons of the soil—they hope.

All musical activities will be centered on Northerly Island, where a Music group is yet to be constructed. According to Herbert Witherspoon, vice president of the Chicago Civic Opera and chairman of the music committee, the

Fair will sponsor the greatest music festival in America's history. And despite the present sad plight of the Chicago Civic Opera Co., Mr. Witherspoon asserts that his "greatest in history" statement is no bunk.

There will be massed singing by thousands of voices, demonstrations by high school orchestras and bands, symphony orchestras, band and chamber music concerts, and concerts staged by celebrated artists selected from all over the world.

### Sports, Amusements

Every organization in the country which promotes sports on a national basis has been invited and urged to hold its 1933 championship meets in Chicago during "A Century of Progress." Soldiers' Field will be the site of all athletic contests. Naturally the holding of the Olympic Games in Los Angeles this summer will make the World's Fair Games seem anticlimactic, and it is not likely that foreign athletes will return to America for a second successive year. Even so, there are indications that a notable constellation of American sports stars will be on hand.

Although nothing definite has been announced concerning amusement and recreation arrangements for the fair, executives state that they have sent experienced concessionaires seeking especially new and bizarre fun contrivances. It will not, they state, be a giant street carnival. Modernity and the future again will rule.

### Subterranean Excursions

Guests are promised breath-catching slides and subterranean excursions by the score, and the lake and its lagoons will be filled with a variety of picturesque craft designed especially for the entertainment of those who visit the "Century of Progress."

For example, there will be the "sky ride," to wit:

Two steel towers 600 ft. high will be erected on the fair grounds and connected by cables carrying rocket cars at the 200-ft. level. One of the towers will be located near Sixteenth St. on the mainland. The other will be 2,000 ft. distant across the lagoon on Northerly Island.

High-speed elevators will carry passengers 60 stories aloft to observation platforms at the tops of the towers,

whence they will be able to view Chicago and the surrounding area.

At the 200-ft. level, two tracks comprising four cables each will connect the towers. Eight rocket cars will operate on these tracks. The cars will be 33 ft. long, of glass and aluminum, and double-decked with seats arranged lengthwise.

Colored steam will be discharged in the wake of the cars, giving them the appearance of vivid rockets. At night the towers and rocket cars will be illuminated spectacularly. The "sky ride" will be erected by Robinson and Steinman of New York, who built Manhattan bridge. Its estimated cost is \$1,000,000.

A model Hollywood, comprising a generous slice of California's movie colony brought to Chicago and set down on the shores of Lake Michigan, will be another feature. Here the public will see "talkies" made before their eyes, welcome their favorite stars in person, and catch close-ups of life in Hollywood—as Filmland moguls would have the public visualize it.

### Model Theater

Some of the attractions will be a model theater, complete sound-recording photographic studio, style and beauty theater, an open-air bowl seating 5,000, a movie lot for sample sets from famous productions, and a Hollywood cafe.

For those individuals who hesitate to come to the Second City for the exposition, lest it be too crowded to accommodate them, officials have pointed out that Chicago hotels alone can house 400,000 guests a day, and that complete information on lodgings in private homes, clubs, and semi-private institutions will be supplied to all who wish it.

In addition to these, there will be constructed by the Official Tourist Camps and Parking Corp. of Chicago more than 20 great tourist camps skirting the city's suburbs, all in easy commuting distances of the fair by steam, suburban, surface, elevated, or motor bus transportation.

Throughout the nation's highways will be blazed 14 trails, marked modernistically, to guide motorists easily to Chicago and the site of the mammoth presentation.

Two systems of transportation have

(Concluded on Page 13, Column 2)

# WOLVERINE

## Seamless Copper Dehydrated Tubing



### Quick, Perfect Flares —Without Splitting

On the job time is precious. That's where the integrity of Wolverine tubing counts most. Made only of 99.98/100% pure deoxidized copper—scientifically drawn to close specifications—A.S.T.M. B68-30T—annealed to absolutely uniform temper—it has to give perfect results in flaring, swedging, bending. Dehydrated and sealed with the famous "W". Plain or tin-plated. Quick shipment. Coils of 25, 50, 75 and 100 ft. lengths—larger on request.

## WOLVERINE TUBE CO.

SEAMLESS COPPER

BRASS & ALUMINUM

1491 Central Ave.  
Detroit, Mich.



Export Dept.  
H. M. Robins Co., Detroit

Sales offices in 26 cities. Eastern Sales Office—420 Lexington Ave., New York.  
Stock available at Los Angeles, 1015 East 16th St.

## Ansul Sulphur Dioxide UNIFORM ALWAYS For direct charging

Pure, bone dry. Every container analyzed. A perfect product guaranteed.

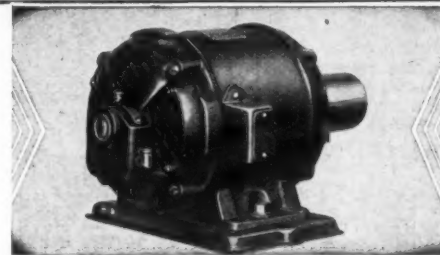


Nine sizes of cylinders from 2 to 150 pounds. Also ton drums. Stocks in principal cities.

## ANSUL CHEMICAL COMPANY MARINETTE • WISCONSIN



## THEY KEEP A-RUNNING



1/2 Horse Power Century Direct Current Motor

# Century

## DIRECT CURRENT MOTORS

Built to meet the exacting service requirements of Electric Refrigerators, Compressors, Pumps and similar apparatus, Century Fractional Horse Power Type DM Motors "Keep a-Running"—even in damp surroundings and in humid tropical climates . . . Bearings are machined from Phosphor Bronze Castings . . . At least one year's continuous, 24-hour-per-day operation without re-oiling is assured by the Century Wool Yarn System of Lubrication used on fractional horse power motors . . . Cushion mountings can be supplied. Mounting dimensions the same as alternating current motors.

Built in standard horse power ratings from 1-10 to 150.

Offices and Stock Points in Principal Cities

CENTURY ELECTRIC COMPANY, 1806 Pine St., St. Louis, Mo.

SINGLE PHASE, THREE PHASE AND DIRECT CURRENT MOTORS • MOTOR GENERATOR SETS • ROTARY CONVERTERS • FANS AND VENTILATORS

FOR MORE THAN 28 YEARS AT ST. LOUIS

# BUSH

## REFRIGERATION CONDENSERS

For small or large compressors standard sizes or to specifications. A folder of 18 standard condenser blue prints is now ready for mailing.

THE BUSH MFG. CO., HARTFORD, CONN.



## WOMEN'S CLUBS DRIVE FOR 'WISE SPENDING'

WASHINGTON, D. C.—A "Wise Spending" campaign, sponsored by the General Federation of Women's Clubs, representing more than 2,500,000 women, is being conducted as a contribution to business improvement and the economic stabilization of the country, according to H. C. Dunn, chief of the merchandising research division of the Department of Commerce which is cooperating in the work.

The campaign aims to aid the women of the country to "gain a more practical knowledge of the relation between wise spending of the individual consumer's dollar and national prosperity," as well as to bring about a better understanding between the consuming public and the merchandising interests which serve its need.

### Merchandise Questionnaires

As a part of the program thousands of women have filled out a series of questionnaires or "quiz sheets" on retail credit, delivery, returned goods, credit relations, advertising and desirable types of merchandise, which it is expected will throw light on the housewife's demand for and satisfaction with the services offered by retail stores.

The questionnaires prepared for the women's clubs were based upon more than 44,000 inquiries received by the Department of Commerce from business men and organizations interested in the distribution of merchandise. Trade associations and retail boards also cooperated with further suggestions regarding points on which information from women consumers is most needed.

### States Covered

States in which the federated clubwomen have already registered their collective opinion upon various aspects of the service offered by their retail stores include Pennsylvania, Delaware, Rhode Island, Alabama, Michigan, Missouri, Montana, Kansas, Nebraska, Idaho, North Dakota, West Virginia and Wisconsin.

When reports from all cooperating states have been completed the results will be tabulated and made available for use by business firms and the public.

The results of the study are expected to provide a valuable cross-section of the feminine portion of the national consumer market, which is generally credited with annual purchases of merchandise in the neighborhood of \$40,000,000,000 out of a national total of \$53,000,000,000.

### GIBSON DEALER CELEBRATES 26TH ANNIVERSARY

SYRACUSE, N. Y.—Oldest electrical dealer in Syracuse is Alex F. Jones of the Alexander Jones Electric Co.

Mr. Jones celebrated his 26th year in business by selling more Gibson electric refrigerators in the first five months of 1932 than in any previous two years since he has been selling electric refrigerators.

## McCORD REFRIGERATION PRODUCTS

### Commercial Evaporators

### Domestic Evaporators

### Condensers

### Easy-Out Ice Trays

### Spiral Finned Tubing

### Spiral Copper Finned Iron, Steel or Copper Pipe

## McCORD RADIATOR & MFG. CO.

DETROIT, MICH.

## Winners of Crosley Employees' Sales Contest



Winners in the recent Crosley Radio Corp. Employee Sales Promotion Contest are: Omar Bruce, machinist, winning an automobile radio; Carl Scholl, a Crosley 'Littelfella'; C. W. Barr, first, a Crosley refrigerator.

## LIST EXHIBITORS FOR 1933 WORLD'S FAIR

(Concluded from Page 12, Column 5)

been contracted for within the grounds, the combined values of which are estimated by fair officials at \$500,000. One system will provide for rapid transit from point to point, while the other is of a sight-seeing nature.

The Greyhound Corp. will operate the buses, each of which seats 90 persons, the General Motors Truck Co. furnishing the units. In keeping with the modern motif of the exposition, the vehicles will be built and painted in unusual styles.

This, only in part, tells the story of "A Century of Progress." Its wonders will be many—forests of steel trees towering above a Yucatan temple, great masses of treasures from the mysterious shrines of the Turks and Persians, a tower of water and light—everything but Jo-Jo the Dog-faced Boy, and Zenora the Snake-charmer.

It should be a good show. List of corporations and companies which have signed contracts for exhibit space or for special buildings:

### Electrical Group

Altorfer Bros. Co.; American Telephone & Telegraph Co.; Century Electric Co.; Chicago Flexible Shaft Co.; Conover Co.; Crane Co.; Curtis Lighting, Inc.; Federal Electric Co., Inc.; General Electric Co.; Hammond Clock Co.; Hoover Co.; International Telephone & Telegraph Co.; Kelvinator Corp.; Norge Corp.; Radio Corp. of America; Sangamo Electric Co.; Singer Mfg. Co.; Stewart-Warner Corp.; United Air Cleaner Corp.; Van Cleeff Bros.; Waters Genter Co. (division of McGraw Electric Co.); Western Union Telegraph Co.; Westinghouse Electric & Mfg. Co.

### Home and Industrial Arts Group

Altorfer Bros. Co.; American Rolling Mill Co. and Ferro Enamel Corp.; Associated Tile Manufacturers; Bowman Bros.; Conover Co.; Chicago Lumber Institute; Copeland Products, Inc.; Howard T. Fisher; General Electric Kitchen Institute; Holland Furnace Co.; S. C. Johnson & Son; Kelvinator Corp.; Masonite Corp.; Norge Corp.; Singer Mfg. Co.; Walker Dishwashing Corp.; Wolfgang Hoffmann, Inc.

### Special Buildings

Chrysler Sales Corp.; General Motors Corp.; Sears Roebuck & Co.; Thomas A. Edison, Inc.

### TORRIDHEAT SALES GAIN 140% IN 5 MONTHS

CLEVELAND—An increase in sales of 140 per cent has been shown by Torridheat oil burner outlets for the first five months of 1932, over the same period of 1931, according to sales figures of the Torridheat division of the Cleveland Steel Products Corp.

Part of this gain has been caused by the addition of 80 new dealers since the first of the year, states J. L. O'Brien, general manager of the division.

### HOME ECONOMIST OPENS NEW KELVINATOR DEPARTMENT

SUPERIOR, Wis.—Moran's Department Store, recently appointed Kelvinator outlet here, announced its new Kelvinator department by the holding of a cooking school under the direction of Miss Clara Raymond, home economist. Moran's has purchased an Austin which has been decorated with Kelvinator advertising, and which will carry salesmen and service men out on calls.

### CORRECTION

On page 4 of the Merchandising Section of the July 13 ELECTRIC REFRIGERATION NEWS the name of Clarence Wexelberg of the Briggs Mfg. Co. was listed as "Francis" Wexelberg. The News apologizes and is glad to take this opportunity to point out the error—EDITOR.

### MANESS TO MANAGE BRANCH STORE IN ST. LOUIS

ST. LOUIS—Byron Maness has been appointed store manager of the South St. Louis branch of the A. R. Lindburg Co., Westinghouse distributor here, according to R. H. Wilson, sales manager. Mr. Maness was formerly a supervisor with the Del Home Light Co., Frigidaire distributor, for eight years.

## DETROIT FIRM SELLS 2,500 REBUILT UNITS

DETROIT—His retail electric refrigerator business in the rock bottom price field having grown in four years to such proportions that he claims he now sells 2,500 units per year as compared with a few hundred sales during the first period, F. D. Sorensen here is now considering plans for converting his business into an entirely wholesale operation.

Mr. Sorensen, who states that he has spent 15 years working independently in refrigeration experimental and developmental work, buys used units from various sources throughout the country, has them rebuilt in his own plant, and installs them in new cabinets which he purchases chiefly from the Gibson Electric Refrigeration Corp., the Rheolander Refrigerator Co., and the Illinois Refrigerator Co.

The complete refrigerators he sells at prices ranging from \$34.50 upward. The firm, known as Electric Refrigeration Sales, enlarged its activities another step last January when it placed on the market the Liberty electric refrigerator, assembled in its own plant.

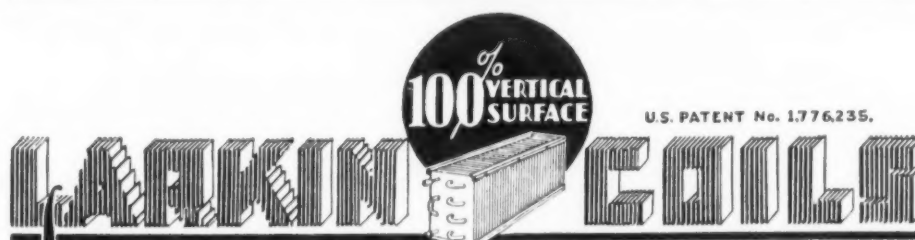
Liberty refrigerators are now made in 5-, 6-, and 7-cu.ft. sizes, and sell for \$85, \$95, and \$120, respectively. They are sold directly from the company's showroom. No other distributors or dealers are employed.

All business transactions of the organization are made on a strictly cash basis, Mr. Sorensen says. No materials are purchased on credit, and no units are sold on a time-payment plan.

When and if the firm goes into the wholesale field, it probably will employ sales representatives to secure dealers throughout the state. At the present, 15 men are employed in the unit-rebuilding department, and two to assist in retail sales work.

## Greater Coil Efficiency provides Sure Sales Aid!

Powerful Proof of Demonstrated Performance—Now over 30,000 in Daily Use!



Here's how these coils will help you sell—

Operating costs being such an important factor in the sale of Mechanical Refrigeration for Commercial use, the manufacturers whose names are here listed have found that LARKIN 100% Vertical Surface Aluminum Plate Coils are real sales assets because they cut operating and power costs, cut the cost of servicing, eliminate excessive coil defrosting and because of patented features reduce the dehydration problem—Now in less than 4 years over 30,000 installations prove these advantages. LARKIN COILS in 93 Standard Sizes make possible over 6,000 combination installations. They are a distinct sales aid.

For facts and data regarding LARKIN 100% Vertical Surface Aluminum Plate Coils, write any of the companies listed here. They use LARKIN COILS as Standard Factory Equipment.

## LARKIN-WARREN REFRIGERATING CORPORATION

Originators and Manufacturers ATLANTA, GA.



MAYFLOWER



Copeland DEPENDABLE Refrigeration DETROIT, MICH.

Carrier Brunswick-Kroeschell REFRIGERATION

UNIVERSAL- DETROIT, MICH.



EXPORT



## STEWART-WARNER SHIPS 2 CARLOADS TO JERSEY CITY

JERSEY CITY, N. J.—Two solid carloads of Stewart-Warner electric refrigerators came into Jersey City recently—one for the Arrow Electric & Radio Co., Inc., 388 Jackson Ave., and the other to the Brunton Radio Corp., 116 Newark Ave.

Five thousand invitations were sent out to prospects by the Arrow firm, for a Food and Refrigeration Show which was held in connection with the arrival of the shipment. Al Levine is president, and H. A. Brody manager of the firm. Mrs. Edith C. Ault of the Stewart-Warner home economics department, assisted in the demonstration.

Northern Distributing Co. is distributor in this territory.

## FOOT COMFORT SHOP BUYS AIR CONDITIONERS

CHICAGO—Frigidaire air conditioning equipment has been installed in the foot comfort shop of the Scholl Mfg. Co., 21 North Wabash Ave.

The problem to be solved by the installation of the equipment was that of excessive heat and humidity on a mezzanine floor, where fitting booths are located.

G. S. Foster, salesman for the Stover Co., Frigidaire distributor in the Chicago area, made the sale.

## Testing Service

for Domestic and Commercial Electrical Refrigeration

Testing and experimental laboratory service for Manufacturer, Distributor, Central Station. Test data exclusive property of client.

**ETL** Electrical Testing Laboratories  
Know by Test 80th St. & East End Ave. NEW YORK

**Artic** R. & H. METHYL CHLORIDE  
The IDEAL Refrigerant

The ROESSLER & HASSLACHER CHEMICAL COMPANY  
Incorporated  
Empire State Bldg., 350 Fifth Ave., New York, N.Y.

**FLERON AUTOMATIC REFRIGERATOR LIGHT**

HELPS SELL BOXES! INEXPENSIVE FINE APPEARANCE EASILY INSTALLED

M. M. FLERON & SON, INC., TRENTON, N. J.

**Testing Laboratory**  
For refrigerators and refrigerating equipment  
**George B. Bright Co.**  
Refrigerating Engineers and Architects  
2615 12th St., Detroit, Mich.

**Dealers! You need these**  
Finest Quality Enamel. PRICES RIGHT.  
orders filled promptly.

**PUREST SULPHUR DIOXIDE**  
Extra dry  
**ESOTOO**  
75 WEST ST. N.Y. VIRGINIA SMELTING CO. WEST NORFOLK, VA.

**Fulco** Refrigerator COVERS  
Insure deliveries without scratched or broken enamel. Write for prices.  
Fulton Bag & Cotton Mills

## About Home Service

By Gertrude Stanton

### Special Training

During a recent 30-day period, the Electrical League of Cleveland received seven requests for women trained in the sale and demonstration of electrical appliances. It was unable to supply any names of such women to the prospective employers.

The situation was bad, league officials thought, and to remedy it, special training is now being given by the league to selected groups of women.

The first group, consisting of 12 carefully selected candidates, "graduated" Monday after a three-weeks course.

It met each day under the instruction of Mrs. Dorothy Bromley, head of the League Lecture Bureau, and of sales representatives from member companies. Mornings were devoted to lectures and demonstrations and to sales presentations by students. The afternoons were occupied by "book work,"—learning of sales talks based on the league book, "The Art of Living Electrically."

Special attention was given to refrigerators, ranges, and other appliances requiring skillful selling.

The course completed, the names of the women are filed, and will be referred to employers when requests for saleswomen and demonstrators come in.

The league, of course, does not guarantee placement of its "graduates," but has been authorized by its members to say that preference will be given to women who have taken the league course.

### College Courses

Home economics departments in various universities are now offering courses in the demonstration of electrical appliances. One of the best "equipment" departments is at Iowa State College, Ames, Iowa. Another good one is at Columbia, and still another at Ohio State.

It's always a bad move to start naming specific universities, because the children of unmentioned Alma Maters usually feel hurt. We should be glad to know of any universities or colleges which are now offering courses particularly designed to help future home service women in the electrical appliance field.

### Advertising Scheme

Sponsored by many Detroit women's organizations is the Food Craft Shop, perched on top of the Metropolitan building, right in the shopping district.

The Food Craft Shop is an advertising organization, and this particular unit is one of a number of such shops located in various cities throughout the country.

If a club wants to serve a luncheon and play some cards, the Food Craft Shop will serve that luncheon and give the club all facilities for an afternoon of cards. For the group, whether it be of 25 or 200, the charge is \$15.

Preceding the luncheon, the manager of the shop, Mrs. Arrol, gives a little talk, and after the luncheon another, concerning each of the products which the shop advertises.

A General Electric refrigerator is on view, and attention of the women is attracted to its features. Its companion appliance, the Hotpoint range, stands nearby. A General Electric salesman usually is on hand before the meeting is over, to answer questions and get the names of prospects.

Nordic haddock fillets (quick-frozen fish) is another of the products described. Some of the rest of the articles on display at the present time are:

Holmes pianos, Borden cheese, "Tish," tissue handkerchiefs and napkins, Swancrest cleaner, "Dip-It" dyes, Nucoa margarine, Jack Frost sugars, Bond bread, Best Foods pickles and relishes, canned vegetables, Torax bouillon cubes, Kre-Mel dessert powders, a brand of flour, a brand of cold meats.

### What They Serve

The luncheon consists of the foods which the shop is at that time sponsoring. The bouillon comes first, with a canape made of Bond's whole wheat bread spread with a Best Foods sandwich mixture.

Hot biscuits are served, made from the flour which is being advertised. The fish and vegetables, as well as thin slices of the ham, make up one course. Butter and Nucoa are served side by

side, that their flavors may be compared. The brand of coffee featured is served in the composition cups which are being advertised. The dessert is made of Kre-Mel, and the icing on the cake which accompanies it is made from Jack Frost sugar. The napkins are "Tish," the soft tissue squares which the shop sponsors.

At the end of the final talk, Mrs. Arrol passes around cards on which each woman is asked to give her name and address, and to mention specifically the things in which she was most interested.

Says Mrs. Arrol, "I hope you enjoyed everything, but please don't say 'Everything was lovely.' Tell us just what you liked most."

They do it, too. Mrs. Arrol collects these cards personally, and is thus certain that each woman fills it out completely. After each party, the answers on the cards are tabulated, and a list of the women (and their addresses) who expressed their interest in, for example, the refrigerator or range, is sent to the distributor of those products.

### Good Coverage

The shop is partially financed by the fee which the clubs pay for the service, but mostly by the advertisers themselves, who pay a given amount to the shop for each party which is given there. Mrs. Arrol has an average of six such parties a week in the winter, and a few less in the summer, she states.

Average size of the crowds is about 75, and there is very little "repeating," over the period of a year, she reports. Thus the advertiser gets coverage of an enormous number of prospective customers, coming from every section of the city, and from various types of social groups. Church organizations, sororities, lodges, and other clubs are numbered among the patrons of the shop here.

Is this type of advertising profitable? It must be. The General Electric refrigerator distributor has renewed his contract three times, and at the time we were there a representative from another refrigerator firm was dickering for the contract.

As a rule, Mrs. Arrol says, the contract is given to the patron of the year before, if he desires it. Competing products are never handled—that is, only one refrigerator is on display, only one kind of bread, only one brand of pickles, etc.

### Magazine Survey

Good Housekeeping Magazine carried the largest number of columns of editorial matter on housekeeping and equipment last year, a survey of the content of nine women's magazines, made by Needlecraft, shows. Its total was 151½ columns, and the percentage of its total columns was 3.3.

Delineator used 3.7 per cent of its columns to discuss housekeeping and equipment, for a total of 98 columns.

We wish that Needlecraft had based its survey on column inches rather than on columns, because one is apt to forget that Good Housekeeping's pages are only about two-thirds the size of Delineator's, or of many of the other women's magazines.

The rest of the field lined up this way: Needlecraft, no columns devoted to housekeeping and equipment; Ladies Home Journal, 56 columns, or 1.6 per cent of its total columns for the year; Woman's Home Companion, 59 columns, or 1.6 per cent; Pictorial Review, 31½ columns, 1.3 per cent; McCall's, 40½, 1.4 per cent; Woman's World, 18 columns, 1.4 per cent; Household, 46, 3.1 per cent.

Largest number of columns in Ladies Home Journal, Woman's Home Companion, Pictorial Review, McCall's, Good Housekeeping, Woman's World, and Household was devoted to fiction, the percentage ranging from 39.5 for the Ladies Home Journal, to 45.9 for Pictorial Review.

Next in popularity in six of the nine magazines (Needlecraft, Woman's World, and Delineator excepted) were general articles. Fashions ranked second in Delineator and Woman's World, fourth in Good Housekeeping, and third in the rest of the magazines published.

Food was ranked third, fourth and fifth by the magazines. Another popular subject, ranking not lower than seventh in any case, was home building and decoration.

The rest of the editorial space in the various magazines was taken up with: needlework, health and beauty, child health and training, gardening, etiquette and entertaining, editorial page, subscribers' page, shopping service, miscellaneous (table of contents, advertising index, etc.).

## BUYER'S GUIDE

Manufacturers Specializing in Service to the Refrigeration Industry

SPECIAL ADVERTISING RATE (this column only)—\$12.00 per space. Payment is required monthly in advance to obtain this special low rate. Minimum Contract for this column—13 insertions in consecutive issues. All advertisements set in uniform style of type with standard border. Halftone engravings of 100-line screen, either outline or square finish. No reverse cuts or heavy black effects. No charge for composition.



SELF-LIFTING PIANO TRUCK CO. FINDLAY, OHIO

Save one man on delivery. Make heavy lifting easy—quick. Eliminate damage to cabinets—floors—walls.

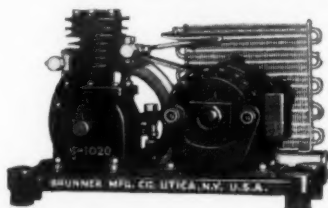
### X-70 REFRIGERATOR TRUCKS

Fit all cabinets, with or without legs, or in the crate. Capacity, 1,200 lbs. All steel frame, 4" rubber tired wheels, one truck with top casters and handles for tilting and rolling into delivery truck and on the stairs. Only pads touch cabinet. Last a lifetime. Complete set \$34.50. Ball bearing swivel casters on one end, \$5 extra.

X-60 REFRIGERATOR TRUCKS  
Handle leg cabinets only. Per set, \$31.50. Spring steel hooks to convert into X-70 available separately. Ball bearing swivel casters on one truck, \$5 extra.

FINDLAY REFRIGERATOR TRUCKS  
For leg cabinets only—padded steel frames—4" rubber tired wheels. Per set, \$18.00.  
Manufacturers of Trucks for 32 Years

## DEPENDABILITY



HIGH SIDES and COMPRESSORS by BRUNNER

If there is any one word that best describes Brunner High Sides and Compressors—it's "dependable." As a result, these units are business builders and goodwill breeders of the highest order. Write or wire for the complete Brunner story. Refrigeration Division, Brunner Manufacturing Co., Utica, N. Y.

## FROSKIST WATER COOLERS



Pressure Type  
Direct Expansion  
Sizes 5 Gal. to 100 Gal.  
For use with F12, Sulphur Dioxide, Methyl Chloride, and Ammonia  
**H. C. PARKER, LTD.**

2600 Santa Fe Avenue (Factory), Los Angeles, California  
392 Clifton Ave., Newark, N. J.  
510 Larkin St., San Francisco, Calif.  
734 M. & M. Bldg., Houston, Texas  
237 Roosevelt Bldg., St. Louis, Mo.  
37 W. Van Buren St., Chicago, Ill.



We can take care of your entire requirements of



## Refrigeration Parts and Supplies

Stocks at  
116 Broad St., New York, N.Y. 523 Arch St., Phila., Pa.

**Melchior, Armstrong, Dessau Co.**

## Delivery--Warehousing Service

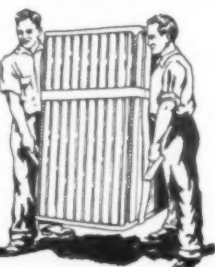
We are specialists in warehousing, delivering and installing all types of Domestic and Commercial Refrigerators.

Our Warehouse is Fireproof, steam heated and protected by sprinkler system. We have our own Railroad Sidings.

Rates Are Nominal  
Correspondence and Inspection Invited

**M. & L. CO.**

177 Pacific Street, Brooklyn, N. Y.  
168 E. 33rd St. New York City. 711 E. 139th St.



## Specially designed REFRIGERATOR COVER and CARRYING HARNESS

Form-fitting covers made of canvas outside—moleskin lining inside—with thin felt filling. Easily attached. Impossible to rip. The "E-Z" Lift web harness eliminates strained backs and delivers the heaviest refrigerator with a minimum of effort. Easy grip.

Web Harness—\$7.00 Complete  
Covers—\$8.00, \$10.00 and \$12.00

America's largest pad manufacturers

**NEW HAVEN QUILT & PAD CO.**  
80-86 Franklin St., New Haven, Conn.

## The 1932 Refrigeration Directory and Market Data Book

470 pages of facts, figures and names—the most complete statistical data and buying information ever compiled for the refrigeration industry. An invaluable reference book for sales, engineering, and purchasing executives; for distributors, dealers, salesmen and servicemen.

**\$2.00**

Postpaid in U.S.  
Foreign postage,  
50 cents extra.

**BUSINESS NEWS PUBLISHING CO.**  
550 Maccabees Bldg., Detroit, Mich.



## TO THE CANADIAN TRADE

You can get quicker delivery at lower cost by ordering from us

*We carry in Stock*

COMPRESSORS—COMPRESSOR UNITS—NON-FROSTING COMMERCIAL COILS—BOILER TYPE COILS—COPPER TUBING—FLARE AND SOLDERING FITTINGS—THERMOSTAT AND PRESSURE CONTROLS—DEHYDRATED OIL—AND MANY OTHER PARTS.

**THE ARCTIC ICE & FUEL CO., LIMITED**  
Winnipeg, Man.

## A NEW FIN COIL by PEERLESS

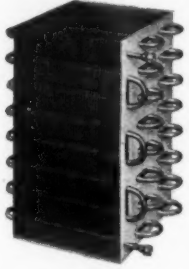
Wedge-locked and edge-locked aluminum fins on tinned copper tubing for methyl chloride, sulphur dioxide, F-12, etc.—aluminum tubing for ammonia. Absolute Metal to Metal Contact.

A Superior Coil in which Soldered Return Bends have been eliminated.

Priced to meet 1932 conditions.

Write—Wire for Catalog.

PEERLESS ICE MACHINE CO., 515 W. 35th St., Chicago, Ill.



## FIN COILS

Copper Tubing and Aluminum Fin Coils for Sulphur Dioxide and Methyl Chloride

Seamless Steel Tubing and Steel Fin Coils

For Ammonia and Methyl Chloride

Write for Catalog and Prices

**REMPE CO.**

340 N. Sacramento Blvd.

Phone Kedzie 0483

Chicago, Illinois

## WOLVERINE

### Seamless Dehydrated Tubing

Big Stocks Carried For Your Convenience

Shipment Guaranteed Within 48 Hours on 1/4", 3/8" and 1/2" in 25, 50 and 100 ft. coils; 3/4" in 25 and 75-85 ft. coils. Plain or tin-plated. Solder sealed.

Eastern Sales Office

420 Lexington Ave., New York  
Los Angeles Office 1015 East 16th St.  
26 Sales Offices



Wolverine Tube Co.

1491 Central Ave., Detroit

Export Dept.—H. M. Robins Co., Detroit

## HOUSEHOLD ELECTRIC REFRIGERATOR SPECIFICATIONS

Detailed specifications for 342 models made by 49 different manufacturers are tabulated in the June 29, 1932, issue of ELECTRIC REFRIGERATION NEWS.

Send \$1.00 for 17 weeks trial subscription and specify term to start with June 29 issue. A limited number of extra copies are now available.

Electric Refrigeration News, 550 Maccabees Bldg., Detroit

## COMBINATION SUBSCRIPTION RATES

How to save money on your subscription order

NO.	PUBLICATIONS	YOU PAY	YOU SAVE
1	Electric Refrigeration News (1 Year) and Refrigeration Directory and Market Data Book	\$4.00	\$1.00
2	Electric Refrigeration News (2 Years) and Refrigeration Directory and Market Data Book	\$6.00	\$2.00
3	Refrigerated Food News (1 Year) and Refrigeration Directory and Market Data Book	\$2.00	\$1.00
4	Refrigerated Food News (1 Year) and Electric Refrigeration News (1 Year)	\$3.50	\$ .50
5	Refrigeration Directory and Market Data Book and Electric Refrigeration News (1 Year) and Refrigerated Food News (1 Year)	\$4.50	\$1.50
6	Refrigeration Directory and Market Data Book and Electric Refrigeration News (17 Weeks)	\$2.00	\$1.00

Order by number. Use coupon below. These rates for U. S. only.

## Group Order Rates for U.S. and Foreign Countries

PUBLICATIONS	NUMBER	UNITED STATES*	CANADA†	ALL OTHER COUNTRIES
Electric Refrigeration News	1 subscription	\$3.00	\$6.00	\$4.00 These foreign rates will be increased
	5 or more, each...	2.75	5.75	3.75
	10 or more, each...	2.50	5.50	3.50
	50 or more, each...	2.25	5.25	3.25 on or before 300 Jan. 1, 1933.
Refrigerated Food News	1 subscription	\$1.00	\$2.00	\$1.50 These foreign rates will be increased
	5 or more, each...	.95	1.95	1.45
	10 or more, each...	.90	1.90	1.40
	50 or more, each...	.85	1.85	1.35 on or before 300 Jan. 1, 1933.
BOTH PAPERS	1 subscription	\$3.50	\$7.00	\$5.00 These foreign rates will be increased
	5 or more, each...	3.25	6.75	4.75
	10 or more, each...	3.00	6.50	4.50
	50 or more, each...	2.75	6.25	4.25 on or before 300 Jan. 1, 1933.

\*U. S. and Possessions and Pan-American Postal Union Countries.

†High rates for Canada are due to Canadian tariff of 5c per copy

## SUBSCRIPTION ORDER

BUSINESS NEWS PUBLISHING CO., 550 Maccabees Bldg., Detroit, Mich. 1932

- ☐ Enclosed is remittance for \$..... at \$..... per copy.
- ☐ Please enter my order for COMBINATION OFFER NO. .... at \$.....
- ☐ Enter subscription to Electric Refrigeration News ☐ 1 Year \$3.00. ☐ 2 Years \$5.00.
- ☐ Enter subscription to Refrigerated Food News ☐ 1 Year \$1.00. ☐ 2 Years \$1.50.
- ☐ Send 1932 Refrigeration Directory and Market Data Book. \$2.00 per copy.

Name .....

Address .....

City ..... State ..... 7-20-32

## REQUESTS FOR INFORMATION

Please refer to the 1932 Refrigeration Directory and Market Data Book for a complete list of all manufacturers of refrigeration equipment, parts, materials, supplies and accessories; also for all available statistical data on sales of refrigeration equipment, distribution methods, etc.

To obtain a copy of this book send \$2.00 to Business News Pub. Co., 550 Maccabees Bldg., Detroit, Mich.

Advertisers will be given preference in published answers to requests for buyer's guide service, but a complete list of all known suppliers will be mailed if stamped, self-addressed envelope is enclosed with inquiry.

Readers who can be of assistance in furnishing correct answers to inquiries, or who can supply additional information, are invited to address Electric Refrigeration News, mentioning query number.

### Kelvinator Service

Query No. 862—"Have you any back numbers on servicing a Kelvinator of the basket-type in which the compressor and motor are placed in between the condenser coils?"

Answer—Suggest that you communicate directly with Kelvinator Corp., Detroit.

### Milk Cooling Machines

Query No. 863—"I would like information on design and requirements of milk cooling machines."

Answer—The July issue of REFRIGERATED FOOD NEWS contains an article on the estimation of milk cooling installations.

### Jellico

Query No. 864—"We have a customer who requests the name and address of the manufacturer of Jellico, which is used for refrigerating purposes."

### Methyl Chloride-Solid CO<sub>2</sub> System

Query No. 865—"Can you furnish or refer us to someone or publication that will give a clear and fundamental description of methyl chloride gas as used in refrigerator coils where the source of low temperature is dry ice?"

Answer—This combination of refrigerants has been used in the refrigerated truck of the York-Hoover Body Co. which uses a refrigerating system made by York Ice Machinery Corp. The system was described in some detail in the March 1 issue of REFRIGERATED FOOD NEWS.

### Service Manual

Query No. 866—"We shall greatly appreciate obtaining information on where to purchase the official Refrigeration Service Manual. Kindly send us the publisher's name and the price of the book."

Answer—Gernsback Publications, Inc., 98 Park Place, New York City, is publisher of the manual, which is priced at \$5.

### Ice Cream Pans

Query No. 867—"Will you kindly advise us the name of a concern from which we may purchase ice cream pans for the Norge electric refrigerator?"

Answer—Manufacturers of ice cube trays as well as for ice cream freezers to be used in electric refrigerators, may be found in the 1932 REFRIGERATION DIRECTORY and MARKET DATA BOOK.

### King Kold Specifications

Query No. 868—"Noting your issue of May 18, we find that specifications of the King Kold electric refrigerator are not included. Will this be included with your next issue of these specifications? If not is there any way in which we can get them?"

Answer—Specifications of the King Kold line, as well as those for 48 other makes, were printed in the Engineering Section of the June 29 issue of ELECTRIC REFRIGERATION NEWS.

### Iceless Refrigerator Co.

Query No. 869—"We are anxious to locate a company under the name of Iceless Refrigerator Co., incorporated in the State of Arizona in 1925."

### Simmonds-Siberia Refrigerator

Query No. 870—"I am interested in knowing the address of the manufacturer of the Simmonds-Siberia refrigerator and refrigerator hardware."

### U. S. Hermetic

Query No. 871—"Would you kindly advise us the title of the company at Marion, Ind., which exhibited a few numbers of electrically equipped cabinets at the Chicago show recently? We believe the name is the United States Refrigerator Co."

Answer—The refrigerators to which you refer are doubtless those called "U. S. Hermetic" and manufactured by the United States Radio & Television Co., of Marion, Ind.

## UTILITY TO MERCHANDISE HOTPOINT RANGE

MILWAUKEE—Wisconsin Power & Light Co. has been signed to merchandise General Electric Hotpoint ranges, states E. H. Schaefer, president of the E. H. Schaefer Corp., distributor, with headquarters here.

## 65 DEALERS HEAR ALLISON TALK TO NEWPORT BUREAU

NEWPORT NEWS, Va.—Sixty-five dealers, distributors and central station representatives attended a meeting of the Newport News Electric Refrigeration Bureau last week to hear Dr. G. W. Allison, field manager of the national bureau.

R. R. Bassett, chairman of the local organization, presided at the meeting, at which committees on the Refrigeration Week campaign in October made reports.

A similar meeting at Alexandria was held the following night, when the Electric League of Northern Virginia met at the Powhatan Springs Country Club. R. H. Giedd, state chairman, was a speaker.

## LITERATURE OF MANUFACTURERS

Catalogues, bulletins and descriptive leaflets recently issued.

Manufacturers are requested to send copies of new trade literature to Electric Refrigeration News.

### King Kold Refrigerators

Ten features of the King Kold refrigerator form the central portion of a mailing piece just prepared by Illinois Moulding Co., and available for use by dealers. The booklet stresses quality, and contains a photograph of the King Kold warranty. Thirteen models are pictured and their specifications are given on the inner pages.

### Wagner Capacitor Motors

Wagner Electric Corp. has issued a 6-page looseleaf bulletin on capacitor motors, illustrating and describing the Wagner line of rubber-mounted and rigid-mounted motors, and including a history of the development of capacitor motors dating from the year 1892. The bulletin number is 167, part 6.

### Westinghouse Refrigerators

"Quite Right," said the Engineer," is the title of a new booklet issued by the Westinghouse refrigerator department. In the booklet an imaginary conversation between a housewife and a Westinghouse engineer is given. The housewife gives her objections to electric refrigeration and to the Westinghouse line, and the engineer meets them with sales-slanted arguments, starting with the phrase, "Quite Right!"

### York Kold-Trol

A new folder just off the press describes the York Kold-Trol unit of the York Ice Machinery Corp. The York Kold-Trol is a dry ice unit for truck bodies, and the booklet pictures the new unit, giving a full discussion of the uses of dry ice in the ice cream and dairy transportation fields. The back page gives diagrams showing the details of the new units.

### Quality Stampings

Quality Hardware & Machine Corp., Chicago, has issued a folder describing its service in giving engineering service or counsel, and in providing blanked, formed, pierced, drawn and embossed metal parts by order. Examples of the work are pictured.

### Frigidaire Parts

A 36-page booklet has been issued by Frigidaire Corp. giving full description and specifications of Frigidaire replacement parts for ice cream cabinets and compressors. Among the parts thus described are: lids, panels, louver panels, metal sub-tops, plywood tops, brine tanks and sleeves, belts, pistons, cylinders, connecting rods, eccentrics, crankshafts, rings, valves, gaskets, cylinder heads, controls, condensers, flywheels, etc.

### M & E Products

New literature on Merchant & Evans water coolers, domestic models, compressors, ice cream or cold food containers, commercial equipment, etc., has been made available. Mimeographed specification sheets have been issued on M & E air cooled compression units, and domestic type compression units. Single sheets giving diagrams and pictures are available on the ice cream cabinets and refrigeration equipment, as for M & E expansion type freezing units. The literature on M & E compressors for milk cooling and storage cabinets, household models, and water coolers, are of the sales promotion type, in colors.

### OVERSTOCKED SALE

To Clear Our Stock We Offer The Following Unusual Values

- NEW FEDDERS COILS, 2 Tray...\$7.00  
NEW SERVEL COILS, 3 Tray...\$7.00  
2 Door Porcelain Cabinet, 7 cu. ft.\$20.00  
1 Door Enamel Cabinet, 6 cu. ft. \$14.00  
(2 in. Dry-Zero insulation in cabinets)  
Servel Compressors—  
Completely Overhauled...\$20.00  
Monarch Refrigerators, 6 cu. ft. \$70.00  
Monarch Refrigerators—  
2 Door, 7 cu. ft., Porcelain...\$85.00  
All Prices f.o.b. Los Angeles  
All Subject to Prior Sale  
Electric Refrigeration Sales Co.  
515 Fairfax Avenue, Los Angeles, Cal.

## THE CONDENSER

PAYMENT IN ADVANCE is required for advertising in this column. The following rates apply:

POSITIONS WANTED—Fifty words or less, one insertion \$2.00, additional words four cents each. Three insertions \$5.00, additional words ten cents each. ALL OTHER CLASSIFICATIONS—Fifty words or less, one insertion \$3.00, additional words six cents each. Three insertions \$8.00, additional words sixteen cents each.

REPLIES to advertisements with box numbers should be addressed to the box number in care of Electric Refrigeration News, 550 Maccabees Building, Detroit, Mich.

### POSITIONS AVAILABLE

WANTED: A man to design and manufacture a machine for assembling fin coils, i. e., putting aluminum fins on aluminum and copper tubing. Box 486.

### POSITIONS WANTED

HIGH GRADE Specialty Man now employed is desirous of making direct factory connection with manufacturer of electric ranges, air conditioners and room coolers for the eastern territory. Correspondence invited with responsible manufacturers who are interested in obtaining distribution of their products through high class jobbers and dealers. Have proven record of past performances. The latest being the successful establishment in a leading position of an unknown refrigerator. Commission arrangement only. Box 484.

AM INTERESTED in a position as Branch Manager for an Electric Refrigeration Co. in Cleveland and northeastern Ohio. Have had experience of seventeen years as distributor for Frigidaire and Delco Light in this territory. Wm. F. Gray, 3237 St. Clair Ave., Cleveland, Ohio.

REFRIGERATION service man desires position preferably in eastern territory. New York to central Pennsylvania to Baltimore or Washington. Would like Philadelphia, Camden, south Jersey territory but will take any location. Graduate of Utilities Engineering Institute, Chicago. Have had shop and outside experience. Address P. O. Box 93, Clayton, New Jersey.

SALES ENGINEER available August 1st solicits correspondence with manufacturer or large distributor. Technical and practical in mechanical and electrical fields with specialization in commercial and domestic refrigeration, air conditioning, heating and combustion equipments. Experiences consist of fifteen years continuous sales activities with national concerns in direct sales organization and management, and in distributor dealer outlet organization and contact. I am seeking a connection requiring above the average responsibility and production, and where wide acquaintance, and broad knowledge gained from long experience would be an asset. Box 487.

### EQUIPMENT FOR SALE

FRIGIDAIRE equipment, 88 F coils, \$30.00. 5 TF coils, \$15.00. Model C one H. P., Model N 1/2 H. P. compressors. Write me what you need, shipped inspection allowed. Will buy used Frigidaire equipment and parts any condition. Automatic Refrigeration Service Co., 308 Tenth N. W., Washington, D. C.

### EQUIPMENT WANTED

WANTED TO BUY complete Electric Refrigerator units for cash. We want the maker to make a fair profit but the price must be right. Factory output might be taken if not too large. Address P. O. Box 1434, Indianapolis, Indiana.

### SERVICE TRAINING

THE REFRIGERATION industry offers no department more important, no employment more steady, no compensation more certain, no greater opportunities for advancement than service. Learn in shortest time at most moderate cost. A concise, practical and theoretical course for beginners, advanced service men, supervisors, managers. Herkimer Institute of Refrigeration, 1819 Broadway, New York City.

### FRANCHISE OPEN

ARE YOU LOOKING for an additional profitable line—one that has merit, unlimited market, and a satisfactory profit? We are looking for distributors who can do a real selling job—highly successful organizations with proven sales records; a sales force trained to sell through retail outlets and direct to consumer. Our organization is well rated, has had more than 30 years successful experience manufacturing quality electrical apparatus, offers a complete line of guaranteed electrically operated automatic heat control devices that carries with it a complete sales and merchandising plan. More than 50,000 installations giving satisfaction. The next major industry will be air conditioning and temperature regulation in the home, and this is your opportunity to get in on the ground floor of this new industry. This heat control has outstanding merchandising features, sells for less than \$50.00 and gives a profit of from 25% on wholesale business to 62% on direct sales. We are particularly interested in distributors handling electrical appliances, refrigerators, radios, etc., who have the capital and the sales organization to do a real selling job. Box 488.

## Engineering Consultant Available

Consulting, research, development, sales engineering, production, design, 25 years' experience. Have taken out numerous patents on refrigeration. Have designed, put into production, taken out patents on many of machines now in present use. No job too large or too small. Very best of references furnished.

Frank W. Andrews  
Research Division, Island View, O.